

Originally Processed With FOIA(s):

S

FOIA Number:

S

FOIA MARKER

**This is not a textual record. This is used as an
administrative marker by the George Bush Presidential
Library Staff.**

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

OA/ID Number: 13592
Folder ID Number: 13592-007

Folder Title:
Tropicana Plant - Florida 12/3/91 [OA 6039]

Stack:	Row:	Section:	Shelf:	Position:
G	26	17	4	7

the Congress, by House Joint Resolution 175, has designated the weeks beginning December 1, 1991, and November 29, 1992, as "National Home Care Week" and has authorized and requested the President to issue a proclamation in observance of these weeks.

Now, Therefore, I, George Bush, President of the United States of America, do hereby proclaim the weeks of December 1 through December 7, 1991, and November 29 through December 5, 1992, as National Home Care Week. I encourage all Americans—as well as government officials, health and social service providers, insurance companies, and private voluntary organizations—to observe these weeks with appropriate programs and activities.

In Witness Whereof, I have hereunto set my hand this second day of December, in the year of our Lord nineteen hundred and ninety-one, and of the Independence of the United States of America the two hundred and sixteenth.

George Bush

[Filed with the Office of the Federal Register, 1:44 p.m., December 2, 1991]

Note: This proclamation was published in the Federal Register on December 4.

Message on the Observance of Hanukkah

December 2, 1991

I am delighted to send greetings to Jews in the United States and throughout the world as you celebrate Hanukkah.

This holiday of renewal and dedication is a tribute to the enduring values of faith and freedom. For more than 2,000 years, Jews have kindled the lights of the menorah to celebrate the victory of the Maccabees over religious tyranny. However, the real miracle of Hanukkah is much more profound. When Judah Maccabee and his followers prepared to rededicate the Temple in Jerusalem, they found only a small cruse of oil that had not been defiled, and it contained only enough oil to light the menorah for one night. Miraculously, it lasted for eight

days and nights until more oil could be secured. Thus, Hanukkah is as much a festival of spiritual freedom as it is a commemoration of the Jewish people's struggle against political oppression.

As you gather with family and friends during Hanukkah, I know that you will be offering special prayers for a lasting peace for Israel, the Middle East and the world. Today, many people—people of all faiths and all walks of life—share in that great hope.

Barbara joins me in sending best wishes for a joyous Hanukkah.

George Bush

Remarks to Tropicana Employees in Bradenton, Florida

December 3, 1991

Thank you, Feng, and thank you, Alton, and all of you. I'm sure you all were dunned for your participation in that present. But it's a beauty. And I see the medical department RN's instructing me to say hello to Barbara Bush, which I will be happy—and she will be thrilled to see this, I'll tell you. And thank you all for the warm welcome. And Barry Brinson, thanks for the introduction. And I'm just pleased to be with you all. I'm glad to see my old friend, Edgar Bronfman, who just spoke to you; William Pietersen, Tropicana's able president; and to be here with my good friends, Senator Connie Mack and then the two Congressmen from right in here, Andy Ireland and Porter Goss, both good men, too. And to all the men and women who work here at this exciting and productive facility, thank you for your warm hospitality.

And I wish that each of you could have been with me. You've seen it a thousand times, but I love that infectious enthusiasm of the men and women that were showing me parts of this wonderful operation. They made me feel right at home, and so do all of you. Thank you very, very much.

I promise you—please be seated out there. No, I'm going to be brief. I came here really, I mean this, to look and to listen and to learn. I'm delighted with what

I've seen, a success with a great competitive industry. We have grand all the time, so we're keeping it and the soft drive ourselves. So, I'm coming from.

American consumers because of the robustness. You and you up the challenge, array of new products travels to work! see an acceleration to world-class performance hand the revolution management: Come lead out and cut making sustainable gains that will be.

American companies unprecedented commitment, an effort America 2000 educationize American the new century, so to be able to compete where in the world in terms of education.

And I wanted country out because are taking tough, especially drug abuse in the that a drug-free workplace requirement for I have the highest anti-drug program, to your former private president, Ma hard work with my sorry Council.

Just a couple of visits to Camp David, also, business and labor people to Camp David to enhance nationwide workplace drug-free that your company example for companies especially in this country.

You know, America expanding, working hard. And we're succeeding.

more oil could be seen
h is as much a festival
is it is a commemora-
ople's struggle against

a family and friends
now that you will be
rs for a lasting peace
East and the world
-people of all faiths
-share in that great

sending best wishes

George Bush

a Employees in

id thank you, Alton.
sure you all were
rticipation in that
uty. And I see the
I's instructing me to
ish, which I will be
thrilled to see this,
you all for the warm
nson, thanks for the
just pleased to be
see my old friend,
just spoke to you,
Tropicana's able presi-
h my good friends,
and then the two
in here, Andy Ire-
oth good men, too
women who work
productive facility
hospitality.

of you could have
seen it a thousand
ectious enthusiasm
that were showing
ul operation. They
ome, and so do all
ery much.

e be seated out
be brief. I came
s, to look and to
lighted with what

I've seen, a successful American company with a great work force in a fiercely competitive industry. In our household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. So, I'm glad to see where it's coming from.

American consumers are big winners because of the robust competition in this business. You and your competitors have taken up the challenge to create an appetizing array of new products. Here and on other travels to workplaces around the country, I see an accelerating commitment to quality, to world-class performance. I've seen firsthand the revolution in organization and management: Companies are getting the lead out and cutting the bureaucracy and making sustainable gains in productivity, gains that will be sustained, I might add.

American companies have made an unprecedented commitment to education, to training, an effort that fits well with our America 2000 education strategy to revolutionize American education by the dawn of the new century, so that your kids are going to be able to compete with any kids anywhere in the world in terms of brainpower, in terms of education.

And I wanted to especially single this country out because, you see, our businesses are taking tough, effective measures to fight drug abuse in the workplace. They know that a drug-free workplace is another essential requirement for a competitive industry. I have the highest praise for Tropicana's anti-drug program, and I'm deeply grateful to your former president, Bob Soran, and vice president, Martin Gutfreund, for their hard work with my Presidential Drug Advisory Council.

Just a couple of weeks ago, Bob came up to Camp David, along with some other business and labor people, and came up there to Camp David to brief me on this comprehensive nationwide program to make the workplace drug-free. And you can be proud that your company is out front setting an example for companies around the world, especially in this country.

You know, American companies are expanding, working hard to expand exports. And we're succeeding. American firms are

muscling their way into world markets with success and with skill and with drive. And with every billion dollars, a lot of Americans don't understand this, with every billion dollars of manufactured exports they're creating 20,000 more jobs for Americans.

In some cases the Government plays a vital role in helping companies export. The trade negotiators in our administration have worked intensely to open up, for example, Japan's consumer markets. Thanks to these free and fair trade policies and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. And we will be able to compete in that market. And believe me, it's going to mean more jobs right here.

I've just mentioned some of the top-priority economic business issues: The quality revolution, the educational excellence, the drug-free workplaces, successful positioning in foreign markets. And each of these does play a profoundly important role in our Nation's long-term economic well-being. Each of these stems not so much from Government machination as from private initiative, from Main Street America's sweat and muscle and brainpower and will, and from the excellence of the people that are out there on the lines doing the work.

In my younger years I was an entrepreneur. That's a big word for meaning a small business guy. And just out of college, my partners and I started a couple of really small companies, and we worked hard to help them survive and grow and create jobs in our community way out there in Odessa and Midland, Texas, in West Texas. That helped me a lot in life because I want to take my stand with the millions of entrepreneurs, small businessmen, working people who live in the real world and understand what makes this country work.

On fiscal and monetary policy, we have some good fundamentals in place. Interest rates, fortunately, are down. And I'm going to work hard to try to keep them down. Inflation seems to be under control right now, and that's good. But much more needs to be done. I'm talking now about the economy nationwide. We can't sit back and hope for the best. We all know that too

Dec. 3 / Administration of George Bush, 1991

many people are having a tough time right now.

And I'm hearing about it in conversations with working people. And I'm reading hardship stories in letters people write. I can't tell you I read every letter I get up there. It's a tremendous volume, but I got to see a lot of them. And I do understand. And I am concerned. And I really want to help. And I know that for a person out of a job, for that person, the unemployment rate is a hurtful 100 percent.

So, we've got to do more to get this economy on the move. And I think you probably know, I hope you do at least, that I've been fighting since 1989 for a cut in the capital gains to stimulate investment which creates new jobs. And I'm going to keep on fighting for it. This is one of the most productive tax changes one could devise. And the beneficiaries of this will be the people that are out of work looking for jobs and these small business people. And, yes, a cut in that capital gains tax will also mean more money in the pocket for Americans who sell their homes.

So capital gains relief is only part of our program. This coming week, I believe it will be this coming week, I'm going to be signing a very important transportation bill that creates new jobs while helping to rebuild the infrastructure in our country. I'm working for a research tax credit to help these new technologies create more jobs. And I believe Mr. Pietersen could assert to the importance of our staying out front, whether it's in this industry or others, on research and development.

We're working for new IRA's. I imagine a lot of you have IRA's when you try to save. We're trying to get them—that will help the first-time homebuyer—and bank reform legislation to help America enjoy diversified financial services designed for the next century, help out there in the future as well as now. And I'm determined to leave no stone unturned in an effort to promote economic growth.

I have enjoyed this chance to see what you're doing. I admit it's just a bird's-eye view out there, if you'll excuse the expression. But I really believe that I've learned a lot from listening to the people working in this marvelous facility, getting their thoughts about where the country is

headed. Quite frankly, being with you here today refreshes me. And I am proud of your hard work, of your management skill, of your commitment to fight the drug scourge. I like the hand that the previous speaker got in terms of this, fighting these drugs. This is, oh, it's so important to the families in this country that we succeed. And when I say we, I don't mean just Washington. I mean the communities, families, points of light all across our country. We have got to beat back this scourge of drugs that are poisoning the young people in this country.

And so I am proud of your hard work and your skills, as I say, and what I mentioned earlier on, the passion and the genius that I felt from the individual workers I met and all of you for getting ever-more attractive products into a demanding market.

This is an exciting, tough time but an exciting time to be President of the United States. We're moving towards a much more peaceful world. And I take some pride that we've got a good team that have been working for that. We set back aggression halfway around the world less than a year ago when we taught Saddam Hussein a real lesson.

Now, what I want to take is this newfound credibility of the United States—and believe me, it is strong around the world—and use it to get into these foreign markets which means more jobs for American workers, more jobs for the people of Florida. So, I'm going to keep on trying my hardest. I've learned from you.

Thank you, and may God bless the United States of America, the greatest country on the face of the Earth. Thank you so much.

Note: The President spoke at 11 a.m. at Tropicana Products, Inc. In his remarks, the President referred to Edgar M. Bronfman, chairman and chief executive officer of the Seagrams Co., Inc.; and Tropicana employees Feng Woods, Alton Perkins, and Barry Brinson, who presented the President with a ship's wheel.

Remarks to Employees December 3,

Thank you welcome. I'll tell me, a wonder can't tell you warm welcome that is that Bar Frankly, I think our country, for her moral pause].

The other of Freedom to our time, Ted know, for the something he's a necktie. And understand that. to wear and be, you and M way of making body that's wo those here wh rangements ar munications a we will leave here so to bu it's been a w people have e

I want to friend in the U Montgomery, here, and just with him. And I am of your r dice, who is w here. You do Mayor Jimmy greeting us at And I want to Marching Bar Restless Heart when you give look what they

I also want for his invocat is serving in Meridian who Air Force One.

I think best though, it is t power of Peav

TROPICANA PLANT \ BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991 \ 11:00 A.M.

THANK YOU, EDGAR BRONFMAN, FOR THE KIND
INTRODUCTION. I'M HAPPY TO BE HERE WITH WILLIAM
PETERSEN, TROPICANA'S PRESIDENT; AND WITH MY GOOD
FRIENDS SENATOR CONNIE MACK AND CONGRESSMEN ANDY
IRELAND AND PORTER GOSS. AND TO ALL THE MEN AND WOMEN
WHO WORK HERE AT THIS EXCITING AND PRODUCTIVE FACILITY,
THANK YOU FOR YOUR WARM HOSPITALITY.

I'LL BE BRIEF. I CAME HERE NOT REALLY TO MAKE
SPEECHES BUT TO LOOK, LISTEN AND LEARN. \\

- 2 -

I'M DELIGHTED WITH WHAT YOU'VE SHOWN ME -- A
SUCCESSFUL AMERICAN COMPANY IN A FIERCELY COMPETITIVE
INDUSTRY. \\
IN MY HOUSEHOLD, WHERE WE HAVE
GRANDCHILDREN COMING AND GOING ALL THE TIME, SOMETIMES
WE FEEL AS THOUGH WE'RE KEEPING BOTH THE FRUIT JUICE
INDUSTRY AND THE SOFT DRINK INDUSTRY IN BUSINESS ALL BY
OURSELVES. \\

AMERICAN CONSUMERS ARE BIG WINNERS BECAUSE OF THE
ROBUST COMPETITION IN THIS BUSINESS.

YOU AND YOUR COMPETITORS HAVE TAKEN UP THE CHALLENGE TO
CREATE AN APPETIZING ARRAY OF NEW PRODUCTS. ((WITH ALL
THE NEW FLAVORS, NEW FORMULAS AND NEW PACKAGES, YOUR
INDUSTRY IS BEGINNING TO REMIND ME OF THAT OTHER GREAT
MAINSTAY OF THE GRANDPARENTING PROFESSION -- BREAKFAST
CEREALS. \\))

HERE AND ON OTHER TRAVELS TO WORKPLACES AROUND THE
COUNTRY, I SEE AN ACCELERATING COMMITMENT TO QUALITY
-- FOR WORLD CLASS PERFORMANCE.

I'VE SEEN FIRST-HAND THE REVOLUTION IN ORGANIZATION AND
MANAGEMENT: COMPANIES ARE GETTING THE LEAD OUT,
CUTTING BUREAUCRACY, AND MAKING SUSTAINABLE GAINS IN
PRODUCTIVITY. \\

AMERICAN COMPANIES HAVE MADE AN UNPRECEDENTED
COMMITMENT TO EDUCATION AND TRAINING -- AN EFFORT THAT
FITS WELL WITH OUR AMERICA 2000 STRATEGY TO
REVOLUTIONIZE AMERICAN EDUCATION BY THE DAWN OF THE NEW
CENTURY.

OUR BUSINESSES ARE TAKING TOUGH, EFFECTIVE MEASURES TO FIGHT DRUG ABUSE IN THE WORKPLACE. THEY KNOW: A DRUG-FREE WORKPLACE IS ANOTHER REQUIREMENT FOR A COMPETITIVE INDUSTRY. I HAVE THE HIGHEST PRAISE FOR TROPICANA'S ANTI-DRUG PROGRAM, AND I AM DEEPLY GRATEFUL TO TROPICANA'S FORMER PRESIDENT BOB SORAN AND VICE PRESIDENT MARTIN GUTFREUND [GOOD-FRIEND] FOR THEIR HARD WORK WITH MY PRESIDENTIAL DRUG ADVISORY COUNCIL. \\\

AMERICAN COMPANIES ARE WORKING TO EXPAND EXPORTS -- AND THEY'RE SUCCEEDING. AMERICAN FIRMS ARE MUSCLING THEIR WAY INTO WORLD MARKETS WITH SKILL AND DRIVE. AND WITH EVERY BILLION DOLLARS OF MANUFACTURED EXPORTS, THEY'RE CREATING 20,000 MORE JOBS FOR AMERICANS. \\\

IN SOME CASES THE GOVERNMENT PLAYS A VITAL ROLE IN HELPING OUR COMPANIES EXPORT. THE TRADE NEGOTIATORS IN MY ADMINISTRATION HAVE WORKED INTENSELY TO OPEN UP JAPAN'S CONSUMER MARKETS.

THANKS TO OUR FREE AND FAIR TRADE POLICIES, AND TO THE SKILLS OF OUR AGRICULTURE AND TRADE OFFICIALS, JAPAN WILL DROP ITS PROHIBITIVE QUOTA SYSTEM ON ORANGE JUICE AND THROW ITS MARKET WIDE OPEN TO AMERICAN ORANGE JUICE, EFFECTIVE NEXT APRIL. \

I'VE JUST MENTIONED SOME TOP-PRIORITY ECONOMIC AND BUSINESS ISSUES.

THE QUALITY REVOLUTION, EDUCATIONAL EXCELLENCE, DRUG-FREE WORKPLACES, SUCCESSFUL POSITIONING IN FOREIGN MARKETS -- EACH OF THESE PLAYS A PROFOUNDLY IMPORTANT ROLE IN OUR NATION'S LONG-TERM ECONOMIC WELL-BEING. EACH OF THESE STEMS NOT SO MUCH FROM GOVERNMENT MACHINATION AS FROM PRIVATE INITIATIVE -- FROM MAIN STREET AMERICA'S SWEAT AND MUSCLE AND BRAINPOWER AND WILL. \

IN MY YOUNGER YEARS I WAS AN ENTREPRENEUR. JUST OUT OF COLLEGE, MY PARTNERS AND I STARTED SOME SMALL COMPANIES AND WORKED HARD TO HELP THEM SURVIVE AND GROW AND CREATE JOBS IN OUR COMMUNITY IN WEST TEXAS. I STILL SEE THE GOVERNMENT'S ECONOMIC POLICIES FROM THE ENTREPRENEUR'S POINT OF VIEW -- A LONG-TERM POINT OF VIEW. \\ SOME POLITICIANS SEEM TO HAVE NO PATIENCE WITH PLANNING FOR THE LONG TERM.

BUT I'LL TAKE MY STAND WITH THE MILLIONS OF BUSINESS ENTREPRENEURS AND WORKING PEOPLE WHO LIVE IN THE REAL WORLD AND UNDERSTAND WHAT MAKES THIS COUNTRY WORK. \\

ON FISCAL AND MONETARY POLICY, WE HAVE SOME GOOD FUNDAMENTALS IN PLACE. WE HAVE INTEREST RATES DOWN, AND I'LL WORK TO KEEP THEM DOWN. WE HAVE INFLATION UNDER CONTROL.

BUT THAT DOESN'T MEAN WE CAN SIT BACK AND HOPE FOR THE BEST. WE ALL KNOW THAT SOME PEOPLE ARE HAVING A TOUGH TIME RIGHT NOW.

I'M HEARING ABOUT IT IN MY CONVERSATIONS WITH WORKING PEOPLE. I'M READING HARDSHIP STORIES IN THE LETTERS PEOPLE WRITE. I DO UNDERSTAND. I AM CONCERNED. AND I WANT TO HELP. I KNOW THAT FOR A PERSON OUT OF A JOB, THE UNEMPLOYMENT RATE IS 100 PERCENT.

WE'VE GOT MORE TO DO TO GET THIS ECONOMY ON THE MOVE. YOU PROBABLY KNOW I'VE BEEN FIGHTING SINCE 1989 FOR A CAPITAL GAINS TAX CUT TO STIMULATE INVESTMENT WHICH CREATES JOBS. AND I'LL KEEP FIGHTING FOR IT.

THIS IS ONE OF THE MOST PRODUCTIVE TAX BREAKS ONE COULD DEVISE. THE PRIME BENEFICIARIES OF A CAPITAL GAINS TAX CUT WILL BE SMALL BUSINESS ENTREPRENEURS -- NOT HIGH-ROLLING HOLLYWOOD CARICATURES. A CUT IN THE CAPITAL GAINS TAX WILL MEAN MORE MONEY IN THE POCKET FOR AMERICANS WHO SELL THEIR HOMES. \\\

CAPITAL GAINS TAX RELIEF IS ONLY PART OF OUR PROGRAM. I'VE JUST SIGNED A TRANSPORTATION BILL THAT CREATES NEW JOBS WHILE REBUILDING OUR INFRASTRUCTURE.

I'M WORKING FOR A RESEARCH TAX CREDIT TO HELP NEW TECHNOLOGIES CREATE MORE JOBS; FOR NEW IRAS TO HELP FIRST-TIME HOME BUYERS; AND BANK REFORM TO HELP AMERICANS ENJOY FINANCIAL SERVICES DESIGNED FOR THE 21ST CENTURY.

I HAVE ENJOYED THIS CHANCE TO SEE WHAT YOU ARE DOING -- TO HEAR YOUR THOUGHTS ABOUT WHERE OUR COUNTRY IS HEADED. QUITE FRANKLY, BEING WITH YOU TODAY REFRESHES ME. \\\

I'M PROUD OF YOUR HARD WORK, OF YOUR MANAGEMENT SKILL, OF YOUR COMMITMENT TO FIGHT THE DRUG SCOURGE ON THE FRONT LINES. I'M PROUD OF YOUR PASSION AND GENIUS FOR GETTING EVER MORE ATTRACTIVE PRODUCTS INTO A DEMANDING MARKET. YOU GIVE ME HOPE NOT JUST FOR THE COMING YEAR, BUT -- MORE IMPORTANT -- FOR OUR COUNTRY'S LONG-TERM PROSPERITY. \\\

THANK YOU, AND GOD BLESS YOU.

#

THE WHITE HOUSE
WASHINGTON

December 2, 1991

12/2/91
5:00pm
31 DEC 2 ~~PM~~

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
TONY SNOW *TS*

FROM: JOSEPH P. DUGGAN *JPD*

SUBJECT: TROPICANA PLANT

I. SUMMARY

On Tuesday, December 3, at 11:00 a.m., you will tour the Tropicana orange juice plant in Bradenton, Florida and then speak to about 1,500 workers outside.

II. DISCUSSION

The remarks (8 minutes, on cards) point out that companies like Tropicana are succeeding through policies that emphasize high quality and productivity, training, anti-drug programs, and expanding exports. Also highlighted is what government can do to improve the economy.

Dave is just cap gaww
alone enough j.4?

(Duggan/Simon)
December 2, 1991
Draft Two
Tropic

31 DEC 2 P4: 58

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
11:00 a.m.

Thank you, Edgar Bronfman, for the kind introduction. I'm happy to be here with William Petersen, Tropicana's president; and with my good friends Senator Connie Mack and Congressmen Andy Ireland and Porter Goss. And to all the men and women who work here at this exciting and productive facility, thank you for your warm hospitality.

I'll be brief. I came here not really to make speeches but to look, listen and learn. ~~Something else~~ *e.g. You know, you're doing a*

*done. recognize
people
one
hardly
small
bitch* > I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in this business. You and your competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

*bill of
mfr.
export
him
do, no
job
cap joins
a lot
break
the cap
join means
more than
in the
tough
people
in the
not
even who will be*

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

American companies have made an unprecedented commitment to education and training -- an effort that fits well with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. They know: A drug-free workplace is another requirement for a competitive industry. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana's former president Bob Soran and vice president Martin Gutfreund [GOOD-friend] for their hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some American firms are muscling their way into world markets with a skill and a drive that make me proud to be an American.)

change this

In some cases the government plays a vital role in helping our companies export. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Thanks to our free and fair trade policies, and to the skills of our agriculture and trade officials, Japan will drop its

prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\

I've just mentioned some top-priority economic and business issues. The quality revolution, educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

In my younger years I was an entrepreneur. Just out of college, ^{my partners &} I started some small companies and worked ~~myself to the~~ ^{hand} ~~limit~~ to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view -- a long-term point of view. Some politicians seem to have no patience with planning for the long term. But I'll take my stand with the millions of business entrepreneurs and working people who live in the real world and understand what makes this country work.

On fiscal and monetary policy, we have some good fundamentals in place. We have interest rates down, and I'll work to keep them down. We have inflation under control.

But that doesn't mean we can sit back and hope for the best. We've got more to do to get this economy on the move. You probably know I've been fighting since 1989 for a capital gains tax cut to stimulate investment which creates jobs. And I'll keep fighting for it. This, by the way, is one of the most

Be sure
Down
et al
sign
off on
this
layman

But we have
shown
no real
to create new
tech

productive tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs - - not high-rolling Hollywood caricatures. The capital gains tax cut will help middle-income homeowners recover equity.

But I didn't come here to give my umpteenth speech on the need for Congress to act responsibly on the economy. I can stay in Washington to do that.

Rather, I'm here to see what you are doing -- to hear your thoughts about where our country is headed. Quite frankly, being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

WHITE HOUSE STAFFING MEMORANDUMDATE: 12/2/91 ACTION/CONCURRENCE/COMMENT DUE BY: - - - - -PRESIDENTIAL REMARKS: TROPICANA PLANT, BRADENTON, FLORIDA

SUBJECT: _____

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☒	HORNER	☐	☐
SUNUNU	☐	☐	MCCLURE	☐	☒
SCOWCROFT	☐	☒	PETERSMEYER	☐	☐
DARMAN	☐	☒	PORTER	☐	☒
BRADY	☐	☒	ROGICH	☐	☒
BROMLEY	☐	☐	SMITH	☐	☒
CARD	☐	☒	<u>McBRIDE</u>	☐	☒
DEMAREST	☐	☒	<u>SNOW</u>	☐	☒
FITZWATER	☐	☒	<u>BOSKIN</u>	☐	☒
GRAY	☐	☒	_____	☐	☐
HOLIDAY	☐	☒	_____	☐	☐

REMARKS:

THE ATTACHED REMARKS HAVE BEEN FORWARDED TO THE PRESIDENT.

RESPONSE: _____

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

THE WHITE HOUSE
WASHINGTON

December 2, 1991

31 DEC 2 P3:11

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
TONY SNOW *TS*
FROM: JOSEPH P. DUGGAN *JPD*
SUBJECT: TROPICANA PLANT

I. SUMMARY

On Tuesday, December 3, at 11:00 a.m., you will tour the Tropicana orange juice plant in Bradenton, Florida and then speak to about 1,500 workers outside.

II. DISCUSSION

The remarks (8 minutes, on cards) point out that companies like Tropicana are succeeding through policies that emphasize high quality and productivity, training, anti-drug programs, and expanding exports. Also highlighted is what government can do to improve the economy.

(Duggan/Simon)
December 2, 1991
Draft Two
Tropic

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
11:00 a.m.

Thank you, Edgar Bronfman, for the kind introduction. I'm happy to be here with William Petersen, Tropicana's president; and with my good friends Senator Connie Mack and Congressmen Andy Ireland and Porter Goss. And to all the men and women who work here at this exciting and productive facility, thank you for your warm hospitality.

I'll be brief. I came here not really to make speeches but to look, listen and learn.

I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in this business. You and your competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

American companies have made an unprecedented commitment to education and training -- an effort that fits well with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. They know: A drug-free workplace is another requirement for a competitive industry. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana's former president Bob Soran and vice president Martin Gutfreund [GOOD-friend] for their hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some American firms are muscling their way into world markets with a skill and a drive that make me proud to be an American.

In some cases the government plays a vital role in helping our companies export. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Thanks to our free and fair trade policies, and to the skills of our agriculture and trade officials, Japan will drop its

prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\\

I've just mentioned some top-priority economic and business issues. The quality revolution, educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

In my younger years I was an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view -- a long-term point of view. Some politicians seem to have no patience with planning for the long term ~~and staying the course.~~ But I'll take my stand with the millions of business entrepreneurs and working people who live in the real world and understand what makes this country work.

On fiscal and monetary policy, ~~I'm also looking to the long~~ *because we have some good fundamentals in place.* term. We have interest rates down, and I'll work to keep them down. We have inflation under control.

But that doesn't mean we can sit back and hope for the best. We've got more to do to get this economy on the move. You probably know I've been fighting since 1989 for a capital gains tax cut to stimulate investment which creates jobs. And I'll

keep fighting for it. This, by the way, is one of the most productive tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs - - not high-rolling Hollywood caricatures. The capital gains tax cut will help middle-income homeowners recover equity.

But I didn't come here to give my umpteenth speech on the need for Congress to act responsibly on the economy. I can stay in Washington to do that.

Rather, I'm here to see what you are doing -- to hear your thoughts about where our country is headed. Quite frankly, being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

THE WHITE HOUSE
WASHINGTON

December 2, 1991

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
TONY SNOW *TS*
FROM: JOSEPH P. DUGGAN *JPD*
SUBJECT: TROPICANA PLANT

I. SUMMARY

On Tuesday, December 3, at 11:00 a.m., you will tour the Tropicana orange juice plant in Bradenton, Florida and then speak to about 1,500 workers outside.

II. DISCUSSION

The remarks (8 minutes, on cards) point out that companies like Tropicana are succeeding through policies that emphasize high quality and productivity, training, anti-drug programs, and expanding exports. Also highlighted is what government can do to improve the economy.

(Duggan/Simon)
December 2, 1991
Draft Two
Tropic

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
11:00 a.m.

Thank you, Edgar Bronfman, for the kind introduction. I'm happy to be here with William Petersen, Tropicana's president; and with my good friends Senator Connie Mack and Congressmen Andy Ireland and Porter Goss. And to all the men and women who work here at this exciting and productive facility, thank you for your warm hospitality.

I'll be brief. I came here not really to make speeches but to look, listen and learn.

I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in this business. You and your competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

American companies have made an unprecedented commitment to education and training -- an effort that fits well with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. They know: A drug-free workplace is another requirement for a competitive industry. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana's former president Bob Soran and vice president Martin Gutfreund [GOOD-friend] for their hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some American firms are muscling their way into world markets with a skill and a drive that make me proud to be an American.

In some cases the government plays a vital role in helping our companies export. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Thanks to our free and fair trade policies, and to the skills of our agriculture and trade officials, Japan will drop its

prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\

I've just mentioned some top-priority economic and business issues. The quality revolution, educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

In my younger years I was an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view -- a long-term point of view. Some politicians seem to have no patience with planning for the long term and staying the course. But I'll take my stand with the millions of business entrepreneurs and working people who live in the real world and understand what makes this country work.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates down, and I'll work to keep them down. We have inflation under control.

But that doesn't mean we can sit back and hope for the best. We've got more to do to get this economy on the move. You probably know I've been fighting since 1989 for a capital gains tax cut to stimulate investment which creates jobs. And I'll

keep fighting for it. This, by the way, is one of the most productive tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs - - not high-rolling Hollywood caricatures. The capital gains tax cut will help middle-income homeowners recover equity.

But I didn't come here to give my umpteenth speech on the need for Congress to act responsibly on the economy. I can stay in Washington to do that.

Rather, I'm here to see what you are doing -- to hear your thoughts about where our country is headed. Quite frankly, being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

WHITE HOUSE STAFFING MEMORANDUM

91 NOV 1 P3:29

DATE: November 27, 1991

ACTION/CONCURRENCE/COMMENT DUE BY: 9:00 A.M., MON., 12/02/91

SUBJECT: PRESIDENTIAL REMARKS: TROPICANA PLANT, BRADENTON, FLORIDA
Tuesday, December 3, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☒	HORNER	☐	☐
SUNUNU	☐	☐	MCCLURE	☒	☐
SCOWCROFT	☐	☐	PETERSMEYER	☐	☐
DARMAN	☒	☐	PORTER	☒	☐
BRADY	☐	☒	ROGICH	☒	☐
BROMLEY	☐	☐	SMITH	☒	☐
CARD	☐	☒	MCBRIDE	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒		☐	☐
GRAY	☒	☐		☐	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, X2930 with a copy to this office no later than 9:00 A.M., Monday, December 2.

Thank you.

RESPONSE:

12/2
As noted for changes... needs
to reinforce same
examples — Thanks, S.R.

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

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

91 NOV 27 P7:20

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

[Acknowledgments, jokes]

Thank you for inviting me here to Bradenton and to your exciting and productive facility. I'll be brief. I came here not really to make speeches but to look, listen and learn.

I love competitive activity -- in sports, politics and business. I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in the beverage business. You and your many worthy competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

Our businesses have made an unprecedented commitment to education and training -- an effort that fits beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund for his hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some of our firms are muscling their way into markets with a skill and a drive that make me proud to be an American. On their own, they have formed joint ventures and other creative arrangements.

In other instances, the government's role is vital. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Their recent success in the citrus talks is one of our proudest accomplishments. Thanks to our free-trade policies, and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\\

Some of the Beltway politicians won't admit it, but I've just spent the past few minutes talking about top-priority economic and business issues. The quality revolution,

add
And As
I've
said many
50 times
figures
\$15 billion
in exports
means
20,000
jobs
for
Americans
etc.

small business man

educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these breakthroughs stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

I came of age as an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from *small business man's* the ~~entrepreneur's~~ point of view. It's a long-term outlook, and for every professional politician who's impatient with it, I'll take my stand with the thousands of business ~~entrepreneurs and~~ *men & women, the* working people who live in the real world.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates way down, and I'm on a course to keep them down. We have inflation under control.

when was the last time we could say that?
On tax policy, politicians in the Congress who don't share

my businessman's point of view have thwarted my most important initiatives. I've been fighting for a capital gains tax cut to stimulate investment which creates jobs. This, by the way, is one of the most productive middle-income tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs -- not high-rolling Hollywood caricatures, but middle-income Americans. This tax cut would

define cap gains?

(or what amounts to)

POTUS, used, sale of a house AS AN example...

*Add explanation
(Example)*

help homeowners recover equity -- and help the men and women in the real estate business.

I've fought for bank-reform legislation, and the special interests and the majority party in Congress teamed up to kill it. We need bank reform urgently -- not for the sake of bankers, but to help get every sort of business moving again. Without ~~the~~ bank reforms, our financial service firms will fall farther and farther behind the Japanese and German competition, which isn't shackled by our Depression-era bank laws.

It makes me
Being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting more ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

*I know in
tough
places
many
in America
I know it &
I feel it...
But...*

*that would
A —
B —
C —
etc*

WHITE HOUSE STAFFING MEMORANDUM

91 NOV 2 P2:17

DATE: November 27, 1991

ACTION/CONCURRENCE/COMMENT DUE BY: 9:00 A.M., MON., 12/02/91

SUBJECT: PRESIDENTIAL REMARKS: TROPICANA PLANT, BRADENTON, FLORIDA
Tuesday, December 3, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☒	HORNER	☐	☐
SUNUNU	☐	☐	MCCLURE	☒	☐
SCOWCROFT	☐	☐	PETERSMEYER	☐	☐
DARMAN	☒	☐	PORTER	☒	☐
BRADY	☐	☒	ROGICH	☒	☐
BROMLEY	☐	☐	SMITH	☒	☐
CARD	☐	☒	MCBRIDE	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒		☐	☐
GRAY	☒	☐		☐	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, X2930 with a copy to this office no later than 9:00 A.M., Monday, December 2.

Thank you.

RESPONSE:

No comment

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

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

91 NOV 27 P7:20

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

[Acknowledgments, jokes]

Thank you for inviting me here to Bradenton and to your exciting and productive facility. I'll be brief. I came here not really to make speeches but to look, listen and learn.

I love competitive activity -- in sports, politics and business. I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in the beverage business. You and your many worthy competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

Our businesses have made an unprecedented commitment to education and training -- an effort that fits beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund for his hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some of our firms are muscling their way into markets with a skill and a drive that make me proud to be an American. On their own, they have formed joint ventures and other creative arrangements.

In other instances, the government's role is vital. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Their recent success in the citrus talks is one of our proudest accomplishments. Thanks to our free-trade policies, and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\

Some of the Beltway politicians won't admit it, but I've just spent the past few minutes talking about top-priority economic and business issues. The quality revolution,

educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these breakthroughs stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

I came of age as an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view. It's a long-term outlook, and for every professional politician who's impatient with it, I'll take my stand with the thousands of business entrepreneurs and working people who live in the real world.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates way down, and I'm on a course to keep them down. We have inflation under control.

On tax policy, politicians in the Congress who don't share my businessman's point of view have thwarted my most important initiatives. I've been fighting for a capital gains tax cut to stimulate investment which creates jobs. This, by the way, is one of the most productive middle-income tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs -- not high-rolling Hollywood caricatures, but middle-income Americans. This tax cut would

help homeowners recover equity -- and help the men and women in the real estate business.

I've fought for bank-reform legislation, and the special interests and the majority party in Congress teamed up to kill it. We need bank reform urgently -- not for the sake of bankers, but to help get every sort of business moving again. Without my bank reforms, our financial service firms will fall farther and farther behind the Japanese and German competition, which isn't shackled by our Depression-era bank laws.

Being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting more ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

(Duggan/Simon)
December 2, 1991
Draft Three
Tropic

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
11:00 a.m.

Thank you, Edgar Bronfman, for the kind introduction. I'm happy to be here with William Petersen, Tropicana's president; and with my good friends Senator Connie Mack and Congressmen Andy Ireland and Porter Goss. And to all the men and women who work here at this exciting and productive facility, thank you for your warm hospitality.

I'll be brief. I came here not really to make speeches but to look, listen and learn. \\\

I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. \\\ In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\\

American consumers are big winners because of the robust competition in this business. You and your competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization and management: Companies are getting the lead out, cutting bureaucracy, and making sustainable gains in productivity. \\

American companies have made an unprecedented commitment to education and training -- an effort that fits well with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. They know: A drug-free workplace is another requirement for a competitive industry. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana's former president Bob Soran and vice president Martin Gutfreund [GOOD-friend] for their hard work with my Presidential Drug Advisory Council. \\

American companies are working to expand exports -- and they're succeeding. American firms are muscling their way into world markets with skill and drive. And with every billion dollars of manufactured exports, they're creating 20,000 more jobs for Americans. \\

In some cases the government plays a vital role in helping our companies export. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Thanks to our free and fair trade policies, and to the skills of our agriculture and trade officials, Japan will drop its

prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\

I've just mentioned some top-priority economic and business issues. The quality revolution, educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will. \\

In my younger years I was an entrepreneur. Just out of college, my partners and I started some small companies and worked hard to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view -- a long-term point of view. \\ Some politicians seem to have no patience with planning for the long term. But I'll take my stand with the millions of business entrepreneurs and working people who live in the real world and understand what makes this country work. \\

On fiscal and monetary policy, we have some good fundamentals in place. We have interest rates down, and I'll work to keep them down. We have inflation under control.

But that doesn't mean we can sit back and hope for the best. We all know that some people are having a tough time right now. I'm hearing about it in my conversations with working people. I'm reading hardship stories in the letters people write. I do

understand. I am concerned. And I want to help. I know that for a person out of a job, the unemployment rate is 100 percent.

We've got more to do to get this economy on the move. You probably know I've been fighting since 1989 for a capital gains tax cut to stimulate investment which creates jobs. And I'll keep fighting for it. This is one of the most productive tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs -- not high-rolling Hollywood caricatures. A cut in the capital gains tax will mean more money in the pocket for Americans who sell their homes. \\

Capital gains tax relief is only part of our program. I've just signed a transportation bill that creates new jobs while rebuilding our infrastructure. I'm working for a research tax credit to help new technologies create more jobs; for new IRAs to help first-time home buyers; and bank reform to help Americans enjoy financial services designed for the 21st century.

I have enjoyed this chance to see what you are doing -- to hear your thoughts about where our country is headed. Quite frankly, being with you today refreshes me. \\ I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

\\\

Thank you, and God bless you.

#

(Duggan/Simon)
December 2, 1991
Draft Two
Tropic

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
11:00 a.m.

Thank you, Edgar Bronfman, for the kind introduction. I'm happy to be here with William Petersen, Tropicana's president; and with my good friends Senator Connie Mack and Congressmen Andy Ireland and Porter Goss. And to all the men and women who work here at this exciting and productive facility, thank you for your warm hospitality.

I'll be brief. I came here not really to make speeches but to look, listen and learn. \\

I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. \\ In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in this business. You and your competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization and management: Companies are getting the lead out, cutting bureaucracy, and making sustainable gains in productivity. \\\

American companies have made an unprecedented commitment to education and training -- an effort that fits well with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. They know: A drug-free workplace is another requirement for a competitive industry. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana's former president Bob Soran and vice president Martin Gutfreund [GOOD-friend] for their hard work with my Presidential Drug Advisory Council. \\\

American companies are working to expand exports -- and they're succeeding. Some American firms are muscling their way into world markets with a skill and a drive that make me proud to be an American. \\\

In some cases the government plays a vital role in helping our companies export. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Thanks to our free and fair trade policies, and to the skills of our agriculture and trade officials, Japan will drop its

prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\

I've just mentioned some top-priority economic and business issues. The quality revolution, educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will. \\

In my younger years I was an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view -- a long-term point of view. \\ Some politicians seem to have no patience with planning for the long term. But I'll take my stand with the millions of business entrepreneurs and working people who live in the real world and understand what makes this country work. \\

On fiscal and monetary policy, we have some good fundamentals in place. We have interest rates down, and I'll work to keep them down. We have inflation under control.

But that doesn't mean we can sit back and hope for the best. We've got more to do to get this economy on the move. You probably know I've been fighting since 1989 for a capital gains tax cut to stimulate investment which creates jobs. And I'll

keep fighting for it. This, by the way, is one of the most productive tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs - - not high-rolling Hollywood caricatures. The capital gains tax cut will help middle-income homeowners recover equity. \\

But I didn't come here to give my umpteenth speech on the need for Congress to act responsibly on the economy. I can stay in Washington to do that. \\

Rather, I'm here to see what you are doing -- to hear your thoughts about where our country is headed. Quite frankly, being with you today refreshes me. \\ I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity. \\

Thank you, and God bless you.

#

(Duggan/Simon)
December 2, 1991
Draft Two
Tropic

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
11:00 a.m.

Thank you, Edgar Bronfman, for the kind introduction. I'm happy to be here with William Petersen, Tropicana's president; and with my good friends Senator Connie Mack and Congressmen Andy Ireland and Porter Goss. And to all the men and women who work here at this exciting and productive facility, thank you for your warm hospitality.

I'll be brief. I came here not really to make speeches but to look, listen and learn.

I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in this business. You and your competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

American companies have made an unprecedented commitment to education and training -- an effort that fits well with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. They know: A drug-free workplace is another requirement for a competitive industry. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana's former president Bob Soran and vice president Martin Gutfreund [GOOD-friend] for their hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some American firms are muscling their way into world markets with a skill and a drive that make me proud to be an American.

In some cases the government plays a vital role in helping our companies export. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Thanks to our free and fair trade policies, and to the skills of our agriculture and trade officials, Japan will drop its

prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\\

I've just mentioned some top-priority economic and business issues. The quality revolution, educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

In my younger years I was an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view -- a long-term point of view. Some politicians seem to have no patience with planning for the long term and staying the course. But I'll take my stand with the millions of business entrepreneurs and working people who live in the real world and understand what makes this country work.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates down, and I'll work to keep them down. We have inflation under control.

But that doesn't mean we can sit back and hope for the best. We've got more to do to get this economy on the move. You probably know I've been fighting since 1989 for a capital gains tax cut to stimulate investment which creates jobs. And I'll

keep fighting for it. This, by the way, is one of the most productive tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs - - not high-rolling Hollywood caricatures. The capital gains tax cut will help middle-income homeowners recover equity.

But I didn't come here to give my umpteenth speech on the need for Congress to act responsibly on the economy. I can stay in Washington to do that.

Rather, I'm here to see what you are doing -- to hear your thoughts about where our country is headed. Quite frankly, being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

WHITE HOUSE STAFFING MEMORANDUM

91 NOV 1 A 9:34

DATE: November 27, 1991 ACTION/CONCURRENCE/COMMENT DUE BY: 9:00 A.M., MON., 12/02/91

SUBJECT: PRESIDENTIAL REMARKS: TROPICANA PLANT, BRADENTON, FLORIDA
Tuesday, December 3, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☒	HORNER	☐	☐
SUNUNU	☐	☐	MCCLURE	☒	☐
SCOWCROFT	☐	☐	PETERSMEYER	☐	☐
DARMAN	☒	☐	PORTER	☒	☐
BRADY	☐	☒	ROGICH	☒	☐
BROMLEY	☐	☐	SMITH	☒	☐
CARD	☐	☒	MCBRIDE	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒		☐	☐
GRAY	☒	☐		☐	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, X2930 with a copy to this office no later than 9:00 A.M., Monday, December 2.

Thank you.

RESPONSE: Comments from Cabinet Affairs are attached.

Thanks,
Elizabeth Luttig

MISSING:
PORTER
McClure
Rogich
Darmann?

- MASTER -

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

Right Length! (D2)

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

01 NOV 27 P7:20

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

THE WHITE HOUSE
WASHINGTON

Drugs in the workplace should
be the highlight of this speech.
The purpose of the visit is to
acknowledge Tropicana's program.
The speech should focus more on
this aspect and use the argument
that a drug free workplace
leads to a stronger economy.
This ~~is an~~ speech as currently
structured is too heavily
weighed with economic jargon.

[Signature]

Bradenton and to your
be brief. I came here
listen and learn.
ports, politics and
as shown me -- a
y competitive industry.
children coming and going all
we're keeping both the
industry in business all
because of the robust
(D2)
you and your ~~many worthy~~
to create an appetizing
new flavors, new formulas
aiming to remind me of that
ing profession --

places around the country,
lity -- for world class
revolution in organization

They know: A drug-free workplace is another requirement for a competitive industry. (D2)

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

American Companies (D2)

~~Our businesses~~ have made an unprecedented commitment to education and training -- an effort that fits beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund, for ^{is former President Bob Simon and} ~~his~~ hard work with my Presidential Drug Advisory Council. ^[Good friend]

American companies are working to expand exports -- and they're succeeding. Some of our firms are muscling their way into markets with a skill and a drive that make me proud to be an American. On their own, they ^{OCA} have formed joint ventures and other creative arrangements.

In other instances, the government's role is vital. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. ~~Their recent success in the~~ ^{will accelerate} ~~citrus talks is one of our proudest accomplishments.~~ ^(Simon) Thanks to our free-trade policies, and to the skills of our agriculture and trade officials, Japan ^{wasn't his converted to tariffs some time ago} will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\\

Some of the Beltway politicians won't admit it, but I've just spent the past few minutes talking about top-priority economic and business issues. The quality revolution,

follow-up. unclear what won't they admit? (counsel)

agreement w/ Japan was signed into in 1980. Beef / citrus agreement was the Reagan admin success

(US TR Treasury OCA)

educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these breakthroughs stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

I came of age as an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view. It's a long-term outlook, and for every professional politician who's impatient with it, I'll take my stand with the thousands of business entrepreneurs and working people who live in the real world.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates ~~way down~~, and I'm on a course to keep them down. We have inflation under control.

On tax policy, ~~politicians in the Congress who don't share my businessman's point of view have thwarted my most important~~ initiatives. I've been fighting for a capital gains tax cut to

stimulate investment which creates jobs. This, by the way, is one of the most productive ~~middle-income~~ tax breaks one could

devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs -- not high-rolling Hollywood caricatures, ~~but middle-income Americans~~. This tax cut would

This
appeals to
Management
but it
also needs to
appeal to
workers
(OEA)

But that doesn't mean we can sit back + hope for the best. We've got more to do to get this economy on the move. You probably know (D2)
Comment from Treasury Dept. into middle American Not benefited up-front.
And I'll keep fighting for it. (D2)

help homeowners recover equity -- and help the men and women in the real estate business.

delete ✓ I've fought for bank-reform legislation, and the special interests and the majority party in Congress teamed up to kill it. We need bank reform urgently -- not for the sake of bankers, but to help get every sort of business moving again. Without my bank reforms, ^{these institutions are at risk and (OCA)} our financial service firms will fall farther and farther behind the Japanese and German competition, which isn't shackled by our Depression-era bank laws.

✓ Being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting ~~more~~ ^{(OCA) (CGA)} ever more attractive products into a demanding market. ○ You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

General notes: Treasury believes that the speech is not very strong

✓ → But I didn't come here to give my umpteenth speech on the need for Congress to act responsibly on the economy. I can stay in Washington to do that.

✓ Rather, I'm here to see what you're doing. Hear your thoughts about where our country is headed. Quite frankly... (02)

THE WHITE HOUSE
WASHINGTON

Tropicana

11:00

Pres. intro by Edgar
Bronfman

Ackn:

Tr. Pres. William Petersen

Sen. Connie Mack

Rep. Andy Ireland (his district)

Rep. Porter Gooss

THE WHITE HOUSE
WASHINGTON

December 2, 1991

LATE
Already
sent

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *RBP*
SUBJECT: Presidential Remarks: Tropicana Plant

We have reviewed the attached remarks and have noted a few suggested changes on the draft.

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

cc: Phillip D. Brady

TMM
Dir.

WHITE HOUSE STAFFING MEMORANDUM

DATE: November 27, 1991 ACTION/CONCURRENCE/COMMENT DUE BY: 9:00 A.M., MON., 12/02/91SUBJECT: PRESIDENTIAL REMARKS: TROPICANA PLANT, BRADENTON, FLORIDA
Tuesday, December 3, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☒	HORNER	☐	☐
SUNUNU	☐	☐	MCCLURE	☒	☐
SCOWCROFT	☐	☐	PETERSMEYER	☐	☐
DARMAN	☒	☐	PORTER	☒	☐
BRADY	☐	☒	ROGICH	☒	☐
BROMLEY	☐	☐	SMITH	☒	☐
CARD	☐	☒	MCBRIDE	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒		☐	☐
GRAY	☒	☐		☐	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, X2930
with a copy to this office no later than 9:00 A.M., Monday, December 2.

Thank you.

RESPONSE:

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

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

01 NOV 27 P7:20

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

[Acknowledgments, jokes]

Thank you for inviting me here to Bradenton and to your exciting and productive facility. I'll be brief. I came here not really to make speeches but to look, listen and learn.

I love competitive activity -- in sports, politics and business. I'm delighted with what you've shown me -- an successful American company⁹ ^{WHICH IS THRIVING} in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in the beverage business. You and your many worthy competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

Our businesses have made an unprecedented commitment to education and training -- an effort that fits beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund for his hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some of our firms are muscling their way into markets with a skill and a drive that make me proud to be an American. On their own, they have formed joint ventures and other creative arrangements.

In other instances, the government's role is vital. The trade negotiators in my Administration ^{ARE WORKING} ~~have worked~~ intensely to open up Japan's consumer markets. Their recent success in the citrus talks is one of our proudest accomplishments. Thanks to our free-trade policies, and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\\

~~Some of the Beltway politicians won't admit it, but~~ ^{THESE TOPICS} I've just spent the past few minutes talking about: (top-priority economic and business issues.) The quality revolution,

educational excellence, drug-free workplaces, successful positioning in foreign markets ^{ARE TOP PRIORITY ECONOMIC & BUSINESS ISSUES.} - each of these plays a

profoundly important role in our nation's long-term economic well-being. Each of these breakthroughs stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

I came of age as an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view. It's a long-term outlook, and for every professional politician who's impatient with it, I'll take my stand with the thousands of business entrepreneurs and working people who live in the real world.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates way down, and I'm on a course to keep them down. We have inflation under control.

On tax policy, politicians in the Congress who don't share my businessman's point of view have thwarted my most important initiatives. I've been fighting for a capital gains tax cut to stimulate investment which creates jobs. This, by the way, is one of the most productive middle-income tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs -- not high-rolling Hollywood ^{WALL STREET?} caricatures, but middle-income Americans. This tax cut would

help homeowners recover equity -- and help the men and women in the real estate business.

I've fought for bank-reform legislation, and the special interests and the majority party in Congress teamed up to kill it. We need bank reform urgently -- not for the sake of bankers, but to help get every sort of business moving again. Without my bank reforms, our financial service ^{INDUSTRY} ~~firms~~ will fall farther and farther behind the Japanese and German competition, which isn't shackled by our Depression-era bank laws.

Being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting ^{QUALITY PRODUCTS} ~~more ever more attractive~~ products into an ^{INCREASINGLY} ~~and~~ ^{COMPETITIVE} demanding market. You give me hope not just for the coming year, but -- more important, -- for our country's long-term prosperity.

Thank you, and God bless you.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: November 27, 1991 ACTION/CONCURRENCE/COMMENT DUE BY: 9:00 A.M., MON., 12/02/91SUBJECT: PRESIDENTIAL REMARKS: TROPICANA PLANT, BRADENTON, FLORIDA
Tuesday, December 3, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☒	HORNER	☐	☐
SUNUNU	☐	☐	MCCLURE	☒	☐
SCOWCROFT <i>NIV</i>	☐	☐	PETERSMEYER	☐	☐
DARMAN	☒	☐	PORTER	☒	☐
BRADY	☐	☒	ROGICH	☒	☐
BROMLEY	☐	☐	SMITH	☒	☐
CARD	☐	☒	MCBRIDE	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒	<i>BOSKIN</i>	☐	☐
GRAY	☒	☐		☐	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, X2930 with a copy to this office no later than 9:00 A.M., Monday, December 2.

Thank you.

RESPONSE:

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

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

91 NOV 27 P7:20

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

[Acknowledgments, jokes]

Thank you for inviting me here to Bradenton and to your exciting and productive facility. I'll be brief. I came here not really to make speeches but to look, listen and learn.

I love competitive activity -- in sports, politics and business. I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in the beverage business. You and your many worthy competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

Our businesses have made an unprecedented commitment to education and training -- an effort that fits beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund for his hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some of our firms are muscling their way into markets with a skill and a drive that make me proud to be an American. On their own, they have formed joint ventures and other creative arrangements.

In other instances, the government's role is vital. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Their recent success in the citrus talks is one of our proudest accomplishments. Thanks to our free-trade policies, and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\

Some of the Beltway politicians won't admit it, but I've just spent the past few minutes talking about top-priority economic and business issues. The quality revolution,

educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these breakthroughs stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

I came of age as an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view. It's a long-term outlook, and for every professional politician who's impatient with it, I'll take my stand with the thousands of business entrepreneurs and working people who live in the real world.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates way down, and I'm on a course to keep them down. We have inflation under control.

On tax policy, politicians in the Congress who don't share my businessman's point of view have thwarted my most important initiatives. I've been fighting for a capital gains tax cut to stimulate investment which creates jobs. This, by the way, is one of the most productive middle-income tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs -- not high-rolling Hollywood caricatures, but middle-income Americans. This tax cut would

help homeowners recover equity -- and help the men and women in the real estate business.

I've fought for bank-reform legislation, and the special interests and the majority party in Congress teamed up to kill it. We need bank reform urgently -- not for the sake of bankers, but to help get every sort of business moving again. Without my bank reforms, our financial service firms will fall farther and farther behind the Japanese and German competition, which isn't shackled by our Depression-era bank laws.

Being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting more ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

[Acknowledgments, jokes]

Thank you for inviting me here to Bradenton and to your
exciting and productive facility. I'll be brief. I came here
not really to make speeches but to look, listen and learn.

*delete
macBride
yes* ~~I love competitive activity in sports, politics and~~

~~business.~~ I'm delighted with what you've shown me -- a
successful American company in a fiercely competitive industry.

In my household, where we have grandchildren coming and going all
the time, sometimes we feel as though we're keeping both the
fruit juice industry and the soft drink industry in business all
by ourselves. \\\

American consumers are big winners because of the robust
competition in the beverage business. You and your many worthy
competitors have taken up the challenge to create an appetizing
array of new products. ((With all the new flavors, new formulas
and new packages, your industry is beginning to remind me of that
other great mainstay of the grandparenting profession --
breakfast cereals. \\\))

businesses
Here and on other travels to ~~workplaces~~ around the country,
I see an accelerating commitment to quality -- for world class
performance. I've seen first-hand the revolution in organization

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

Our ^{American} businesses have made an unprecedented commitment to education and training -- an effort that fits ^{well} beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund for his hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some ~~of our~~ ^{American} firms are muscling their way ^{world} into markets with a skill and a drive that make me proud to be an American. ~~On their own,~~ ^{partnerships} they have formed joint ventures and other creative arrangements. ^{are forming}

~~In other instances,~~ ^{In some cases} the government's role is vital. ^{in helping co's export.} The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Their recent success in the citrus talks is one of our proudest accomplishments. Thanks to our free-trade policies, and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\\

Some of the Beltway politicians won't admit it, but I've just spent the past few minutes talking about top-priority economic and business issues. The quality revolution,

follow-up

educational excellence, drug-free workplaces, successful positioning in foreign markets ~~as~~ ^{each of these} plays a profoundly important role in our nation's long-term economic well-being. Each of these ^{breakthroughs} stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

^{like to this of myself in my young years}
~~I came of age as an entrepreneur.~~ Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view. It's a long-term outlook, and for every professional politician who's impatient with it, I'll take my stand with the thousands of business entrepreneurs and working people who live in the real world.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates ^{are} ~~way~~ down, and I'm on a course to ^{will work to keep} keep them down. We have inflation under control.

^{of} On tax policy, politicians in the Congress who don't share ^{since} my businessman's point of view have thwarted my most important ¹⁹⁸⁶ initiatives.) I've been fighting for a capital gains tax cut to stimulate investment which creates jobs. This, by the way, is one of the most productive middle-income tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small ^{business} entrepreneurs -- not high-rolling Hollywood caricatures, but middle-income Americans. This tax cut would

CA will

help homeowners recover equity, ⁴ -- and help the men and women in the real estate business.)

not real public concern

Whiny part.
I've fought for bank-reform legislation, and the special interests and the majority party in Congress teamed up to kill it. We need bank reform urgently -- not for the sake of bankers, but to help get every sort of business moving again. Without my bank reforms, our financial service firms will fall farther and farther behind the Japanese and German competition, which isn't shackled by our Depression-era bank laws.

Being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting more ever more attractive products into a demanding market. (O) You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

WHITE HOUSE STAFFING MEMORANDUM

91 NOV 1 48:54

DATE: November 27, 1991 ACTION/CONCURRENCE/COMMENT DUE BY: 9:00 A.M., MON., 12/02/91

SUBJECT: PRESIDENTIAL REMARKS: TROPICANA PLANT, BRADENTON, FLORIDA
Tuesday, December 3, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☒	HORNER	☐	☐
SUNUNU	☐	☐	MCCLURE	☒	☐
SCOWCROFT	☐	☐	PETERSMEYER	☐	☐
DARMAN	☒	☐	PORTER	☒	☐
BRADY	☐	☒	ROGICH	☒	☐
BROMLEY	☐	☐	SMITH	☒	☐
CARD	☐	☒	MCBRIDE	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒		☐	☐
GRAY	☒	☐		☐	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, X2930 with a copy to this office no later than 9:00 A.M., Monday, December 2.

Thank you.

RESPONSE:

Joe - All comments
right length!

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

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

01 NOV 27 P7:20

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

[Acknowledgments, jokes]

Thank you for inviting me here to Bradenton and to your exciting and productive facility. I'll be brief. I came here not really to make speeches but to look, listen and learn.

I love competitive activity -- in sports, politics and business. I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in ^{this} ~~the beverage~~ business. You and your ~~many worthy~~ competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity. *They know A drug-free workplace is another requirement for a competitive industry.*

American companies
Our businesses have made an unprecedented commitment to education and training -- an effort that fits beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund for his hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some of our firms are muscling their way into markets with a skill and a drive that make me proud to be an American. On their own, they have formed joint ventures and other creative arrangements.

In other instances, the government's role is vital. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Their recent success in the citrus talks is one of our proudest accomplishments. Thanks to our *and gain* free-trade policies, and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\

Some of the Beltway politicians won't admit it, but I've just spent the past few minutes talking about top-priority economic and business issues. The quality revolution,

educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these breakthroughs stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

I came of age as an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view. It's a long-term outlook, and for every professional politician who's impatient with it, I'll take my stand with the thousands of business entrepreneurs and working people who live in the real world.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates way down, and I'm on a course to keep them down. We have inflation under control. *But that doesn't mean we can sit back and hope for the best. We've got more to do to get this economy on the move.*
~~On tax policy, politicians in the Congress who don't share my businessman's point of view have thwarted my most important initiatives.~~ *you probably know*
 I've been fighting for a capital gains tax cut to stimulate investment which creates jobs. *And I'll keep fighting for it.* This, by the way, is one of the most productive middle-income tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs -- not high-rolling Hollywood caricatures, but middle-income Americans. This tax cut would

help homeowners recover equity -- and help the men and women in the real estate business.

But I didn't come here to give my unprepared speech on the need for Congress to act.
 I've fought for bank-reform legislation, and the special *responsibility on the economy* interests and the majority party in Congress teamed up to kill it. We need bank reform urgently -- not for the sake of bankers, *I can stay in Washington to do that.* but to help get every sort of business moving again. Without my bank reforms, our financial service firms will fall farther and farther behind the Japanese and German competition, which isn't

shackled by our Depression-era bank laws.

Rather, I'm here to see what you're doing. Have your thoughts
 ^ Being with you today refreshes me. I'm proud of your hard *about where our country is headed. Quite frankly,* work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting more ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

Simon

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

[Acknowledgments, jokes]

Thank you for inviting me here to Bradenton and to your exciting and productive facility. I'll be brief. I came here not really to make speeches but to look, listen and learn.

I love competitive activity -- in sports, politics and business. I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in the beverage business. You and your many worthy competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

Our businesses have made an unprecedented commitment to education and training -- an effort that fits beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund for ^{his} ~~their~~ hard work with my Presidential Drug Advisory Council. ^{as former President Bob Soran and} ^[GOOD-FRIEND]

American companies are working to expand exports -- and they're succeeding. Some of our firms are muscling their way into markets with a skill and a drive that make me proud to be an American. On their own, they have formed joint ventures and other creative arrangements.

In other instances, the government's role is vital. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Their recent success in the citrus talks is one of our proudest accomplishments. Thanks to our free-trade policies, and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\

Some of the Beltway politicians won't admit it, but I've just spent the past few minutes talking about top-priority economic and business issues. The quality revolution,

Agreement
was
made
in
1988

educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these breakthroughs stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

I came of age as an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view. It's a long-term outlook, and for every professional politician who's impatient with it, I'll take my stand with the thousands of business entrepreneurs and working people who live in the real world.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates way down, and I'm on a course to keep them down. We have inflation under control.

On tax policy, politicians in the Congress who don't share my businessman's point of view have thwarted my most important initiatives. I've been fighting for a capital gains tax cut to stimulate investment which creates jobs. This, by the way, is one of the most productive middle-income tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs -- not high-rolling Hollywood caricatures, but middle-income Americans. This tax cut would

help homeowners recover equity -- and help the men and women in the real estate business.

I've fought for bank-reform legislation, and the special interests and the majority party in Congress teamed up to kill it. We need bank reform urgently -- not for the sake of bankers, but to help get every sort of business moving again. Without my bank reforms, our financial service firms will fall farther and farther behind the Japanese and German competition, which isn't shackled by our Depression-era bank laws.

Being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting more ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: November 27, 1991 ACTION/CONCURRENCE/COMMENT DUE BY: 9:00 A.M., MON., 12/02/91SUBJECT: PRESIDENTIAL REMARKS: TROPICANA PLANT, BRADENTON, FLORIDA
Tuesday, December 3, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☒	HORNER	☐	☐
SUNUNU	☐	☐	MCCLURE	☒	☐
SCOWCROFT	☐	☐	PETERSMEYER	☐	☐
DARMAN	☒	☐	PORTER	☒	☐
BRADY	☐	☒	ROGICH	☒	☐
BROMLEY	☐	☐	SMITH	☒	☐
CARD	☐	☒	MCBRIDE	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒		☐	☐
GRAY	☒	☐		☐	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, X2930 with a copy to this office no later than 9:00 A.M., Monday, December 2.

Thank you.

RESPONSE:

SEE COMMENTS

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

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

91 NOV 27 P7:20

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

[Acknowledgments, jokes]

Thank you for inviting me here to Bradenton and to your exciting and productive facility. I'll be brief. I came here not really to make speeches but to look, listen and learn.

I love competitive activity -- in sports, politics and business. I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in the beverage business. You and your many worthy competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

Our businesses have made an unprecedented commitment to education and training -- an effort that fits beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund for his hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some of our firms are muscling their way into markets with a skill and a drive that make me proud to be an American. On their own, they have formed joint ventures and other creative arrangements.

In other instances, the government's role is vital. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Their recent success in the citrus talks is one of our proudest accomplishments. Thanks to our free-trade policies, and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\

Some of the Beltway politicians won't admit it, but I've just spent the past few minutes talking about top-priority economic and business issues. The quality revolution,

educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these breakthroughs stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

I came of age as an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view. It's a long-term outlook, and for every professional politician who's impatient with it, I'll take my stand with the thousands of business entrepreneurs and working people who live in the real world.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates way down, and I'm on a course to keep them down. We have inflation under control.

On tax policy, politicians in the Congress who don't share my businessman's point of view have thwarted my most important initiatives. I've been fighting for a capital gains tax cut to stimulate investment which creates jobs. This, by the way, is one of the most productive middle-income tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs -- not high-rolling Hollywood caricatures, but middle-income Americans. This tax cut would

help homeowners recover equity -- and help the men and women in the real estate business.

I've fought for bank-reform legislation, and the special interests and the majority party in Congress teamed up to kill it. We need bank reform urgently -- not for the sake of bankers, but to help get every sort of business moving again. Without my bank reforms, our financial service firms will fall farther and farther behind the Japanese and German competition, which isn't shackled by our Depression-era bank laws.

Being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting more ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you. .

#

THE WHITE HOUSE
WASHINGTON

31 NOV 29 P3:20

November 29, 1991

MEMORANDUM FOR TONY SNOW
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS AND DIRECTOR OF SPEECHWRITING

FROM: *GSW* GREG S. WALDEN
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: Tropicana Plant, Bradenton,
Florida

Counsel's office has reviewed the matter, and has no legal objection. See style comment on page 2. Thank you for the opportunity to comment on this matter.

cc: PHILLIP D. BRADY
Assistant to the President
and Staff Secretary

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

31 NOV 27 P7:20

PRESIDENTIAL REMARKS:

TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

[Acknowledgments, jokes]

Thank you for inviting me here to Bradenton and to your exciting and productive facility. I'll be brief. I came here not really to make speeches but to look, listen and learn.

I love competitive activity -- in sports, politics and business. I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\\

American consumers are big winners because of the robust competition in the beverage business. You and your many worthy competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

Our businesses have made an unprecedented commitment to education and training -- an effort that fits beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund for his hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some of our firms are muscling their way into markets with a skill and a drive that make me proud to be an American. On their own, they have formed joint ventures and other creative arrangements.

In other instances, the government's role is vital. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Their recent success in the citrus talks is one of our proudest accomplishments. Thanks to our free-trade policies, and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\\

Some of the Beltway politicians won't admit it, but I've just spent the past few minutes talking about top-priority economic and business issues. The quality revolution,

and to follow - what won't they admit?

Action

Document No.

289691 SS

WHITE HOUSE STAFFING MEMORANDUM

91 NOV 29 11:15

DATE: November 27, 1991 ACTION/CONCURRENCE/COMMENT DUE BY: 9:00 A.M., MON., 12/02/91

SUBJECT: PRESIDENTIAL REMARKS: TROPICANA PLANT, BRADENTON, FLORIDA
Tuesday, December 3, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☒	HORNER	☐	☐
SUNUNU	☐	☐	MCCLURE	☒	☐
SCOWCROFT	☒	☐	PETERSMEYER	☐	☐
DARMAN	☒	☐	PORTER	☒	☐
BRADY	☐	☒	ROGICH	☒	☐
BROMLEY	☐	☐	SMITH	☒	☐
CARD	☐	☒	MCBRIDE	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐		☐	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, X2930 with a copy to this office no later than 9:00 A.M., Monday, December 2.

Thank you.

RESPONSE:

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

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

01 NOV 27 P7:20

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

[Acknowledgments, jokes]

Thank you for inviting me here to Bradenton and to your exciting and productive facility. I'll be brief. I came here not really to make speeches but to look, listen and learn.

I love competitive activity -- in sports, politics and business. I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in the beverage business. You and your many worthy competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

Our businesses have made an unprecedented commitment to education and training -- an effort that fits beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund for his hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some of our firms are muscling their way into markets with a skill and a drive that make me proud to be an American. On their own, they have formed joint ventures and other creative arrangements. ✓

In other instances, the government's role is vital. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Their recent success in the citrus talks is one of our proudest accomplishments. Thanks to our free-trade policies, and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\

Some of the Beltway politicians won't admit it, but I've just spent the past few minutes talking about top-priority economic and business issues. The quality revolution,

educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these breakthroughs stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

I came of age as an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view. It's a long-term outlook, and for every professional politician who's impatient with it, I'll take my stand with the thousands of business entrepreneurs and working people who live in the real world.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates ~~way~~ down, and I'm on a course to keep them down. We have inflation under control.

On tax policy, politicians in the Congress who don't share my businessman's point of view have thwarted my most important initiatives. I've been fighting for a capital gains tax cut to stimulate investment which creates jobs. This, by the way, is one of the most productive middle-income tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs -- not high-rolling Hollywood caricatures, but middle-income Americans. This tax cut would

*delete
may signify
satisfactorily
w/ FED. We
may want
them to
have a
little more*

help homeowners recover equity -- and help the men and women in the real estate business.

I've fought for bank-reform legislation, and the special interests and the majority party in Congress teamed up to kill it. We need bank reform urgently -- not for the sake of bankers, but to help get every sort of business moving again. Without my bank reforms, our financial service firms will fall farther and farther behind the Japanese and German competition, which isn't shackled by our Depression-era bank laws.

Being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting ~~more~~ ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: November 27, 1991

ACTION/CONCURRENCE/COMMENT DUE BY: 9:00 A.M., MON., 12/02/91

SUBJECT: PRESIDENTIAL REMARKS: TROPICANA PLANT, BRADENTON, FLORIDA
Tuesday, December 3, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☒	HORNER	☐	☐
SUNUNU	☐	☐	MCCLURE	☒	☐
SCOWCROFT	☐	☐	PETERSMEYER	☐	☐
DARMAN	☒	☐	PORTER	☒	☐
BRADY	☐	☒	ROGICH	☒	☐
BROMLEY	☐	☐	SMITH	☒	☐
CARD	☐	☒	MCBRIDE	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒		☐	☐
GRAY	☒	☐		☐	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, X2930
with a copy to this office no later than 9:00 A.M., Monday, December 2.

Thank you.

RESPONSE:

Tony Joe -

Nice speech. Just one comment on p. 2.

Thanks J.G. 11/29

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

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

91 NOV 27 P7:20

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

[Acknowledgments, jokes]

Thank you for inviting me here to Bradenton and to your exciting and productive facility. I'll be brief. I came here not really to make speeches but to look, listen and learn.

I love competitive activity -- in sports, politics and business. I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in the beverage business. You and your many worthy competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

Our businesses have made an unprecedented commitment to education and training -- an effort that fits beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund for his hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some of our firms are muscling their way into markets with a skill and a drive that make me proud to be an American. On their own, they have formed joint ventures and other creative arrangements.

In other instances, the government's role is vital. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Their recent success in the citrus talks is one of our proudest accomplishments. Thanks to our ~~free-trade~~ policies, ^{of free and fair trade} and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\\

Some of the Beltway politicians won't admit it, but I've just spent the past few minutes talking about top-priority economic and business issues. The quality revolution,

educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these breakthroughs stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

I came of age as an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view. It's a long-term outlook, and for every professional politician who's impatient with it, I'll take my stand with the thousands of business entrepreneurs and working people who live in the real world.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates way down, and I'm on a course to keep them down. We have inflation under control.

On tax policy, politicians in the Congress who don't share my businessman's point of view have thwarted my most important initiatives. I've been fighting for a capital gains tax cut to stimulate investment which creates jobs. This, by the way, is one of the most productive middle-income tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs -- not high-rolling Hollywood caricatures, but middle-income Americans. This tax cut would

help homeowners recover equity -- and help the men and women in the real estate business.

I've fought for bank-reform legislation, and the special interests and the majority party in Congress teamed up to kill it. We need bank reform urgently -- not for the sake of bankers, but to help get every sort of business moving again. Without my bank reforms, our financial service firms will fall farther and farther behind the Japanese and German competition, which isn't shackled by our Depression-era bank laws.

Being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting more ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: November 27, 1991

ACTION/CONCURRENCE/COMMENT DUE BY: 9:00 A.M., MON., 12/02/91

SUBJECT: PRESIDENTIAL REMARKS: TROPICANA PLANT, BRADENTON, FLORIDA
Tuesday, December 3, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☒	HORNER	☐	☐
SUNUNU	☐	☐	MCCLURE	☒	☐
SCOWCROFT	☒	☐	PETERSMEYER	☐	☐
DARMAN	☒	☐	PORTER	☒	☐
BRADY	☐	☒	ROGICH	☒	☐
BROMLEY	☐	☐	SMITH	☒	☐
CARD	☐	☒	MCBRIDE	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐		☐	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, X2930 with a copy to this office no later than 9:00 A.M., Monday, December 2.

Thank you.

RESPONSE:

MEMORANDUM FOR TONY SNOW

November 29, 1991

The NSC staff concurs with the draft presidential remarks.

Brent Scowcroft

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

cc: Phillip D. Brady

(Duggan/Simon)
November 27, 1991
Draft One
Tropic

91 NOV 27 P7:20

PRESIDENTIAL REMARKS: TROPICANA PLANT
BRADENTON, FLORIDA
TUESDAY, DECEMBER 3, 1991
[TIME]

[Acknowledgments, jokes]

Thank you for inviting me here to Bradenton and to your exciting and productive facility. I'll be brief. I came here not really to make speeches but to look, listen and learn.

I love competitive activity -- in sports, politics and business. I'm delighted with what you've shown me -- a successful American company in a fiercely competitive industry. In my household, where we have grandchildren coming and going all the time, sometimes we feel as though we're keeping both the fruit juice industry and the soft drink industry in business all by ourselves. \\

American consumers are big winners because of the robust competition in the beverage business. You and your many worthy competitors have taken up the challenge to create an appetizing array of new products. ((With all the new flavors, new formulas and new packages, your industry is beginning to remind me of that other great mainstay of the grandparenting profession -- breakfast cereals. \\))

Here and on other travels to workplaces around the country, I see an accelerating commitment to quality -- for world class performance. I've seen first-hand the revolution in organization

and management: Companies are getting the lead out, cutting the bureaucracy, and making sustainable gains in productivity.

Our businesses have made an unprecedented commitment to education and training -- an effort that fits beautifully with our America 2000 strategy to revolutionize American education by the dawn of the new century. Our businesses are taking tough, effective measures to fight drug abuse in the workplace. I have the highest praise for Tropicana's anti-drug program, and I am deeply grateful to Tropicana Vice President Martin Gutfreund for his hard work with my Presidential Drug Advisory Council.

American companies are working to expand exports -- and they're succeeding. Some of our firms are muscling their way into markets with a skill and a drive that make me proud to be an American. On their own, they have formed joint ventures and other creative arrangements.

In other instances, the government's role is vital. The trade negotiators in my Administration have worked intensely to open up Japan's consumer markets. Their recent success in the citrus talks is one of our proudest accomplishments. Thanks to our free-trade policies, and to the skills of our agriculture and trade officials, Japan will drop its prohibitive quota system on orange juice and throw its market wide open to American orange juice, effective next April. \\

Some of the Beltway politicians won't admit it, but I've just spent the past few minutes talking about top-priority economic and business issues. The quality revolution,

educational excellence, drug-free workplaces, successful positioning in foreign markets -- each of these plays a profoundly important role in our nation's long-term economic well-being. Each of these breakthroughs stems not so much from government machination as from private initiative -- from Main Street America's sweat and muscle and brainpower and will.

I came of age as an entrepreneur. Just out of college, I started some small companies and worked myself to the limit to help them survive and grow and create jobs in our community in west Texas. I still see the government's economic policies from the entrepreneur's point of view. It's a long-term outlook, and for every professional politician who's impatient with it, I'll take my stand with the thousands of business entrepreneurs and working people who live in the real world.

On fiscal and monetary policy, I'm also looking to the long term. We have interest rates way down, and I'm on a course to keep them down. We have inflation under control.

On tax policy, politicians in the Congress who don't share my businessman's point of view have thwarted my most important initiatives. I've been fighting for a capital gains tax cut to stimulate investment which creates jobs. This, by the way, is one of the most productive middle-income tax breaks one could devise. The prime beneficiaries of a capital gains tax cut will be small business entrepreneurs -- not high-rolling Hollywood caricatures, but middle-income Americans. This tax cut would

help homeowners recover equity -- and help the men and women in the real estate business.

I've fought for bank-reform legislation, and the special interests and the majority party in Congress teamed up to kill it. We need bank reform urgently -- not for the sake of bankers, but to help get every sort of business moving again. Without my bank reforms, our financial service firms will fall farther and farther behind the Japanese and German competition, which isn't shackled by our Depression-era bank laws.

Being with you today refreshes me. I'm proud of your hard work, of your management skill, of your commitment to fight the drug scourge on the front lines. I'm proud of your passion and genius for getting more ever more attractive products into a demanding market. You give me hope not just for the coming year, but -- more important -- for our country's long-term prosperity.

Thank you, and God bless you.

#