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Subseries: Chron File, 1989-1993

OA/ID Number: 13612
Folder ID Number: 13612-009

Folder Title:

Swearing-In of Barbara Franklin [as Secretary of Commerce] 3/23/92 [OA 6099]

Stack:	Row:	Section:	Shelf:	Position:
G	26	17	7	6

WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/18/92 ACTION/CONCURRENCE/COMMENT DUE BY: THURS. 3/19/92 2:00pm

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
COMMERCE DEPARTMENT - 3/23/92

SUBJECT: _____

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
✓ SCOWCROFT (N/C)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	✓ MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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GRAY <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FINDLAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
✓ HOLIDAY <i>COMMENTS</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	KAUFMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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REMARKS:

FD
CS

Please forward your comments directly to Dan McGroarty, Rm. 122, x2930, no later than 2:00 p.m., THURS. MARCH 19, with a copy to this office. Thank you.

RESPONSE:

MASTER

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

(Smith/Grossman)
March 18, 1992
Draft Three
FRANKLIN

32 MAR 18 P12: 49

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
COMMERCE DEPARTMENT
MARCH 23, 1992

Ambassador Schnabel, thank you for that kind introduction. /
Justice O'Connor, Senator Danforth. [[OTHER ACKNOWLEDGEMENTS]].
I'm pleased that so many members of the Cabinet and Congress and
the White House staff could be with us this morning. / A special
welcome to the former Commerce Secretaries. / And a special
salute to my friend, Barbara Franklin, who is about to become the
current Secretary of one of our government's great agencies. //

((For me, today is sentimental. I remember a couple of
months ago I was telling an aide that I had decided to nominate
Barbara to this difficult post. He replied, "Don't you think
the First Lady has enough to do already?"))

((Yes, Barbara does. I know this is supposed to be a non-
partisan event. But just for the record: I want it known that
Barbara Bush has helped raise five kids -- inspire 12
grandchildren -- be a superb ambassador of goodwill -- as well as
baking some of the best cookies any family has ever tasted.)) //

That brings me to the Barbara we're here to celebrate --
the newest member of my Cabinet -- a woman who claims a long and
distinguished career in both public and private service. //

Barbara Franklin has been a member of the Consumer Safety
Commission / member of the Advisory Committee for Trade Policy
and Negotiations / then, president and CEO of her own consulting

Product (OMB)

firm / also, director at seven of America's largest corporations. Always, she has been a woman of courage and integrity and vision.

Let it never be said that someone from Yale doesn't recognize talent from Harvard when he sees it. / That's why I want to repeat what Barbara Franklin said in January upon accepting the Commerce post. //

She remarked that "American business is the envy of the world . . . We have a great story to tell and I am proud to have this opportunity to begin to tell it." / Well, now that I have the benefit of Barbara's considerable talents, I'm the envy of her former colleagues in American business. //

The story Barbara Franklin tells is the story of business and jobs -- the story of American excellence. It is a story of the Pittsburgh mechanic / the Seattle computer specialist / the Des Moines mother who also holds down a job. / It is a tale as old as the cotton gin and light bulb and as young as magnetic tape and the supercomputer: Work is noble in itself. No one has the right to look down at any American. //

Poster →

the work done by

This is the story I speak of: People whose jobs and income depend on commerce and trade. / It is a book Barbara Franklin will help write -- rejecting unimaginative chapters of protectionism and isolationism. / Instead, she will be a powerful advocate of a strong economy -- an economy driven by competition and fueled by growth. She will help protect jobs against those who would cost jobs by curbing trade. /

I have known Barbara Franklin now for two decades -- dating back to the early '70s. At the time, she was at the White House. I served at the U.N. / We agree: The way to create jobs is not to build a wall around America -- but to persuade other nations to tear their walls down. / I want a world of open markets, open competition, open hearts, open minds. So does Barbara Franklin. Her record of dedication and integrity has transformed my admiration into confidence -- and my friendship into trust. //

At a time when competition and a global economy are changing the way we live, my friend takes her post to help change the way we lead. / I know she will be able to count on a very able team of commerce officials. And to each and every one of you who serve with her, my profound thanks. //

John Greenleaf Whittier said, "I believe in work because it releases the energy of every man and woman." / In that spirit, it is with great pleasure that I turn the podium over to Justice O'Connor for the swearing-in of a woman whose energy will help our economy thrive: Our new Secretary of Commerce, Barbara Hackman Franklin. / Thank you.

#

**FRANKLIN SWEARING-IN \ COMMERCE DEPARTMENT
MONDAY, MARCH 23, 1992 \ 9:30 A.M.
AMBASSADOR SCHNABEL, DEPUTY SECRETARY OF COMMERCE,**

**THANK YOU FOR THAT KIND INTRODUCTION. / JUSTICE
O'CONNOR. SENATOR DANFORTH, THANK YOU FOR THE
INVOCATION. ELIJAH BARNES [FRANKLIN'S GRANDSON] THANK
YOU FOR LEADING THE PLEDGE. MASTER GUNNERY SERGEANT
MICHAEL RYAN, THANK YOU FOR LEADING US IN THE ANTHEM.
SECRETARY BAKER. SECRETARY BRADY. SECRETARY CARD.
SECRETARY CHENEY. SECRETARY DERWINSKI. AMBASSADOR
HILLS.**

- 2 -

**GOVERNOR SUNUNU. FORMER SECRETARIES OF COMMERCE ELLIOT
RICHARDSON AND PETE PETERSON AND OTHER FORMER
SECRETARIES -- BILL BROCK, FRANK CARLUCCI, JIM LYNN AND
MARGARET HECKLER. / MEMBERS OF CONGRESS -- TOO
NUMEROUS TO ACKNOWLEDGE. AND A SPECIAL SALUTE TO MY
FRIEND, BARBARA FRANKLIN, WHO IS ABOUT TO BECOME THE
CURRENT SECRETARY OF ONE OF OUR GOVERNMENT'S GREAT
AGENCIES. //**

((FOR ME, TODAY IS SENTIMENTAL. I REMEMBER A COUPLE OF MONTHS AGO I WAS TELLING AN AIDE THAT I HAD DECIDED TO NOMINATE BARBARA TO THIS DIFFICULT POST. HE REPLIED, "DON'T YOU THINK THE FIRST LADY HAS ENOUGH TO DO ALREADY?"))

THAT BRINGS ME TO THE BARBARA WE'RE HERE TO CELEBRATE -- THE NEWEST MEMBER OF MY CABINET -- A WOMAN WHO CLAIMS A LONG AND DISTINGUISHED CAREER IN BOTH PUBLIC AND PRIVATE SERVICE. //

BARBARA FRANKLIN HAS BEEN A MEMBER OF THE PRODUCT SAFETY COMMISSION / MEMBER OF THE ADVISORY COMMITTEE FOR TRADE POLICY AND NEGOTIATIONS / PRESIDENT AND CEO OF HER OWN CONSULTING FIRM / ALSO, DIRECTOR OF SEVEN OF AMERICA'S LARGEST CORPORATIONS. ALWAYS, SHE HAS BEEN A WOMAN OF COURAGE AND INTEGRITY AND VISION.

LET IT NEVER BE SAID THAT SOMEONE FROM YALE DOESN'T RECOGNIZE TALENT FROM HARVARD WHEN HE SEES IT. / YET BARBARA'S TALENT WAS SPOTTED A LOT EARLIER THAN THAT. /

HERE'S WHAT HER HIGH SCHOOL YEARBOOK IN LANCASTER, PENNSYLVANIA, SAID: "VERSATILE BARB IS SEEN IN ALL DEPARTMENTS OF HEMPFIELD HIGH SCHOOL." / SHE WAS AN "A" STUDENT, HONOR SOCIETY MEMBER, TENNIS TEAM CAPTAIN, HIGH SCHOOL CHEERLEADER, AND STUDENT COUNCIL PRESIDENT. //

TODAY, BARBARA FRANKLIN IS LEADING THE CHEERS FOR A GROWING AND PROSPEROUS AMERICAN ECONOMY.

LET ME REPEAT WHAT SHE SAID IN JANUARY UPON ACCEPTING THE COMMERCE POST. //

SHE REMARKED THAT SHE WOULD BE "VERY PROUD TO BE AN ADVOCATE FOR AMERICAN BUSINESS AND JOBS -- MANUFACTURING, SERVICE, EVERY KIND OF BUSINESS IN THIS COUNTRY. AMERICAN BUSINESS IS THE ENVY OF THE WORLD." END QUOTE. / WELL, NOW THAT I HAVE THE BENEFIT OF BARBARA'S CONSIDERABLE TALENTS, I'M THE ENVY OF HER FORMER COLLEAGUES IN AMERICAN BUSINESS. //

I SAY THAT BECAUSE BARBARA IS ENERGETIC /
EXPERIENCED / AND EXTREMELY SMART. SHE CAN HELP US
COMPETE IN THE NEW WORLD ECONOMY AND CREATE A NEW
AMERICAN CENTURY. / SHE KNOWS HOW WE MUST WRITE NEW
PAGES IN THE STORY OF BUSINESS AND JOBS -- THE STORY OF
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MECHANIC / THE SEATTLE COMPUTER SPECIALIST / THE DES
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THEIR TALE IS AS OLD AS THE COTTON GIN AND AS YOUNG AS
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THE RIGHT TO LOOK DOWN AT ANY AMERICAN. //

BARBARA FRANKLIN, OF COURSE, LIKES TO LIFT THINGS
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OTHER TALENTS, SHE'S AN ACCOMPLISHED WEIGHT-LIFTER. /
ARNOLD SCHWARZENEGGER, EAT YOUR HEART OUT. / NOW, IT'S
BARBARA'S TURN TO LIFT PEOPLE:

PEOPLE WHOSE JOBS AND INCOME DEPEND ON COMMERCE AND TRADE. / SHE WON'T HELP THEM THROUGH PROTECTIONISM AND ISOLATIONISM. INSTEAD, SHE WILL BE AN EVANGELIST FOR A STRONG ECONOMY DRIVEN BY COMPETITION AND FUELED BY GROWTH. SHE WILL HELP PROTECT JOBS AGAINST THOSE WHO WOULD COST JOBS BY CURBING TRADE. /

I HAVE KNOWN BARBARA FRANKLIN NOW FOR TWO DECADES -- DATING BACK TO THE EARLY '70s. AT THE TIME, SHE WAS AT THE WHITE HOUSE. I SERVED AT THE U.N. /

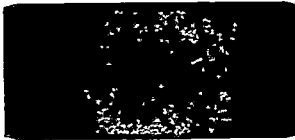
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AT A TIME WHEN COMPETITION AND A GLOBAL ECONOMY ARE CHANGING THE WAY WE LIVE, MY FRIEND TAKES HER POST TO HELP CHANGE THE WAY WE LEAD. /

I KNOW SHE WILL BE ABLE TO COUNT ON A VERY ABLE TEAM OF
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IN THAT SPIRIT, IT IS WITH GREAT PLEASURE THAT I
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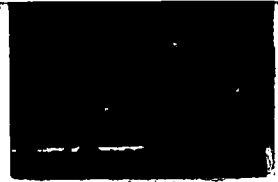
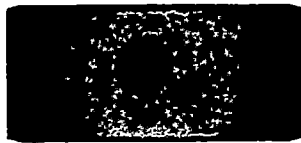
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BOSKIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MCGROARTY	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

Please forward your comments directly to Dan McGroarty, Rm. 122, x2930, no later than 2:00 p.m., THURS. MARCH 19, with a copy to this office. Thank you.

RESPONSE:

March 19, 1992

TO: DAN MCGROARTY

NSC concurs with the attached.

Brent Scowcroft
Brent Scowcroft

cc: Phillip Brady

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

(Smith/Grossman)
March 18, 1992
Draft Three
FRANKLIN

32 MAR 18 P12: 49

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
COMMERCE DEPARTMENT
MARCH 23, 1992

Ambassador Schnabel, thank you for that kind introduction. /
Justice O'Connor, Senator Danforth. [[OTHER ACKNOWLEDGEMENTS]].
I'm pleased that so many members of the Cabinet and Congress and
the White House staff could be with us this morning. / A special
welcome to the former Commerce Secretaries. / And a special
salute to my friend, Barbara Franklin, who is about to become the
current Secretary of one of our government's great agencies. //

((For me, today is sentimental. I remember a couple of
months ago I was telling an aide that I had decided to nominate
Barbara to this difficult post. He replied, "Don't you think
the First Lady has enough to do already?"))

((Yes, Barbara does. I know this is supposed to be a non-
partisan event. But just for the record: I want it known that
Barbara Bush has helped raise five kids -- inspire 12
grandchildren -- be a superb ambassador of goodwill -- as well as
baking some of the best cookies any family has ever tasted.)) //

That brings me to the Barbara we're here to celebrate --
the newest member of my Cabinet -- a woman who claims a long and
distinguished career in both public and private service. //

Barbara Franklin has been a member of the Consumer Safety
Commission / member of the Advisory Committee for Trade Policy
and Negotiations / then, president and CEO of her own consulting

firm / also, director at seven of America's largest corporations. Always, she has been a woman of courage and integrity and vision.

Let it never be said that someone from Yale doesn't recognize talent from Harvard when he sees it. / That's why I want to repeat what Barbara Franklin said in January upon accepting the Commerce post. //

She remarked that "American business is the envy of the world . . . We have a great story to tell and I am proud to have this opportunity to begin to tell it." / Well, now that I have the benefit of Barbara's considerable talents, I'm the envy of her former colleagues in American business. //

The story Barbara Franklin tells is the story of business and jobs -- the story of American excellence. It is a story of the Pittsburgh mechanic / the Seattle computer specialist / the Des Moines mother who also holds down a job. / It is a tale as old as the cotton gin and light bulb and as young as magnetic tape and the supercomputer: Work is noble in itself. No one has the right to look down at any American. //

This is the story I speak of: People whose jobs and income depend on commerce and trade. / It is a book Barbara Franklin will help write -- rejecting unimaginative chapters of protectionism and isolationism. / Instead, she will be a powerful advocate of a strong economy -- an economy driven by competition and fueled by growth. She will help protect jobs against those who would cost jobs by curbing trade. /

I have known Barbara Franklin now for two decades -- dating back to the early '70s. At the time, she was at the White House. I served at the U.N. / We agree: The way to create jobs is not to build a wall around America -- but to persuade other nations to tear their walls down. / I want a world of open markets, open competition, open hearts, open minds. So does Barbara Franklin. Her record of dedication and integrity has transformed my admiration into confidence -- and my friendship into trust. //

At a time when competition and a global economy are changing the way we live, my friend takes her post to help change the way we lead. / I know she will be able to count on a very able team of commerce officials. And to each and every one of you who serve with her, my profound thanks. //

John Greenleaf Whittier said, "I believe in work because it releases the energy of every man and woman." / In that spirit, it is with great pleasure that I turn the podium over to Justice O'Connor for the swearing-in of a woman whose energy will help our economy thrive: Our new Secretary of Commerce, Barbara Hackman Franklin. / Thank you.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/20/92 ACTION/CONCURRENCE/COMMENT DUE BY: ----

SUBJECT: PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN - 3/23/92
(03/19 draft four)

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MOORE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CALIO	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROLLINS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>FINDLAY</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	KAUFMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BOSKIN		<input checked="" type="checkbox"/>	<u>MCGROARTY</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.



RESPONSE:

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

THE WHITE HOUSE
WASHINGTON

March 19, 1992

02 MAR 19 P5:43

MEMORANDUM FOR THE PRESIDENT
THROUGH: DAVID DEMAREST 
FROM: CURT SMITH 
SUBJECT: BARBARA FRANKLIN SWEARING-IN

On Monday, March 23th, at 9:30 a.m., you will deliver remarks (6 minutes/on cards) prior to the swearing-in of Barbara Hackman Franklin as the new Secretary of Commerce. Your speech describes the commercial challenges we face, and praises Ms. Franklin as a woman superbly qualified to meet them.

Note: The page 1 comments about Mrs. Bush offer a gentle poke at Hillary Clinton's broadside this week against Middle American housewives: "I suppose I could have stayed home and baked cookies and had teas."

(Smith/Grossman)
March 19, 1992
Draft Four
FRANKLIN

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
 COMMERCE DEPARTMENT
 MARCH 23, 1992
 9:30 A.M.

Ambassador Schnabel, thank you for that kind introduction. /
Justice O'Connor, Senator Danforth. [[OTHER ACKNOWLEDGEMENTS]].
I'm pleased that so many members of the Cabinet and Congress and
the White House staff could be with us this morning. / A special
welcome to the former Commerce Secretaries. / And a special
salute to my friend, Barbara Franklin, who is about to become the
current Secretary of one of our government's great agencies. //

((For me, today is sentimental. I remember a couple of
months ago I was telling an aide that I had decided to nominate
Barbara to this difficult post. He replied, "Don't you think
the First Lady has enough to do already?"))

((Yes, Barbara does. I know this is supposed to be a non-
partisan event. But just for the record: I want it known that
Barbara Bush has helped raise five kids -- inspire 12
grandchildren -- has been a superb ambassador of goodwill -- as
well as baking some of the best cookies any family has ever
tasted.)) //

That brings me to the Barbara we're here to celebrate --
the newest member of my Cabinet -- a woman who claims a long and
distinguished career in both public and private service. //

Barbara Franklin has been a member of the Product Safety Commission / member of the Advisory Committee for Trade Policy and Negotiations / president and CEO of her own consulting firm / also, director of seven of America's largest corporations. Always, she has been a woman of courage and integrity and vision.

Let it never be said that someone from Yale doesn't recognize talent from Harvard when he sees it. / Yet Barbara's talent was spotted a lot earlier than that. / Here's what her high school yearbook in Lancaster, Pennsylvania, said: "Versatile Barb is seen in all departments of Hempfield High School." / She was an "A" student, Honor Society member, tennis team captain, high school cheerleader, and Student Council President. //

Today, Barbara Franklin is leading the cheers for a growing and prosperous American economy. Let me repeat what she said in January upon accepting the Commerce post. //

She remarked that she would be "very proud to be an advocate for American business and jobs -- manufacturing, service, every kind of business in this country. American business is the envy of the world." End quote. / Well, now that I have the benefit of Barbara's considerable talents, I'm the envy of her former colleagues in American business. //

I say that because Barbara is energetic / experienced / and extremely smart. She can help us compete in the new world economy and create a new American Century. / She knows how we must write new pages in the story of business and jobs -- the story of American excellence. / I speak of the Pittsburgh

mechanic / the Seattle computer specialist / the Des Moines mother who also holds down a job. / Their tale is as old as the cotton gin and as young as magnetic tape: Work is noble in itself. No one has the right to look down at any American. //

Barbara Franklin, of course, likes to lift things up. / Most of you know that in addition to her other talents, she's an accomplished weight-lifter. / Arnold Schwarzenegger, eat your heart out. / Now, it's Barbara's turn to lift people: People whose jobs and income depend on commerce and trade. / She won't help them through protectionism and isolationism. Instead, she will be an evangelist for a strong economy driven by competition and fueled by growth. She will help protect jobs against those who would cost jobs by curbing trade. /

I have known Barbara Franklin now for two decades -- dating back to the early '70s. At the time, she was at the White House. I served at the U.N. / We agree: The way to create jobs is not to build a wall around America -- but to persuade other nations to tear their walls down. / I want a world of open markets, open competition, open hearts, open minds. So does Barbara Franklin. Her record of dedication and integrity has transformed my admiration into confidence -- and my friendship into trust. //

At a time when competition and a global economy are changing the way we live, my friend takes her post to help change the way we lead. / I know she will be able to count on a very able team of commerce officials. And to each and every one of you who serve with her, my profound thanks. //

John Greenleaf Whittier said, "I believe in work because it releases the energy of every man and woman." / In that spirit, it is with great pleasure that I turn the podium over to Justice O'Connor for the swearing-in of a woman whose energy will help our economy thrive: Our new Secretary of Commerce, Barbara Hackman Franklin. / Thank you.

#

THE WHITE HOUSE

WASHINGTON

March 18, 1992

92 MAR 19 4 9: 29

MEMORANDUM FOR DAN MCGROARTY

FROM: ROGER B. PORTER *RBP*
SUBJECT: Presidential Remarks: Franklin Swearing-In

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

If you have any questions or we can be of further assistance, please let us know.

*nice touch. Great John Greenleaf Whittier
quote.
Roger 3-18-92*

cc: Phillip D. Brady

WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/18/92 ACTION/CONCURRENCE/COMMENT DUE BY: THURS. 3/19/92 2:00pm

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
COMMERCE DEPARTMENT - 3/23/92

SUBJECT: _____

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CALIO	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FINDLAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	KAUFMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BOSKIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MCGROARTY	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

Please forward your comments directly to Dan McGroarty, Rm. 122, x2930, no later than 2:00 p.m., THURS. MARCH 19, with a copy to this office. Thank you.

RESPONSE:

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

(Smith/Grossman)
March 18, 1992
Draft Three
FRANKLIN

32 MAR 18 P12: 49

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
COMMERCE DEPARTMENT
MARCH 23, 1992

Ambassador Schnabel, thank you for that kind introduction. /
Justice O'Connor, Senator Danforth. [[OTHER ACKNOWLEDGEMENTS]].
I'm pleased that so many members of the Cabinet and Congress and
the White House staff could be with us this morning. / A special
welcome to the former Commerce Secretaries. / And a special
salute to my friend, Barbara Franklin, who is about to become the
current Secretary of one of our government's great agencies. //

((For me, today is sentimental. I remember a couple of
months ago I was telling an aide that I had decided to nominate
Barbara to this difficult post. He replied, "Don't you think
the First Lady has enough to do already?"))

((Yes, Barbara does. I know this is supposed to be a non-
partisan event. But just for the record: I want it known that
Barbara Bush has helped raise five kids -- inspire 12
grandchildren -- be a superb ambassador of goodwill -- as well as
baking some of the best cookies any family has ever tasted.)) //

That brings me to the Barbara we're here to celebrate --
the newest member of my Cabinet -- a woman who claims a long and
distinguished career in both public and private service. //

Barbara Franklin has been a member of the Consumer Safety
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 Always, she has been a woman of courage and integrity and vision.

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She remarked that "American business is the envy of the
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^{THE WORK DONE BY}
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#

THE WHITE HOUSE
WASHINGTON

March 19, 1992

2-23-92
12 MAR 19 P5:43

MEMORANDUM FOR THE PRESIDENT
THROUGH: DAVID DEMAREST *AD*
FROM: CURT SMITH *[Signature]*
SUBJECT: BARBARA FRANKLIN SWEARING-IN

OK with one deletion
9

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Note: The page 1 comments about Mrs. Bush offer a gentle poke at Hillary Clinton's broadside this week against Middle American housewives: "I suppose I could have stayed home and baked cookies and had teas."

No politics

(Smith/Grossman)
March 19, 1992
Draft Four
FRANKLIN

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
COMMERCE DEPARTMENT
MARCH 23, 1992
9:30 A.M.

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March 19, 1992
Draft Four
FRANKLIN

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She remarked that she would be "very proud to be an advocate for American business and jobs -- manufacturing, service, every kind of business in this country. American business is the envy of the world." Unquote. / Well, now that I have the benefit of Barbara's considerable talents, I'm the envy of her former colleagues in American business. //

I look forward to working with Barbara as we compete in the new world economy and create a new American Century. Together, we Americans can write new pages in the story of business and jobs -- the story of American excellence. / I speak of the Pittsburgh mechanic / the Seattle computer specialist / the Des Moines mother who also holds down a job. / Their tale is as old as the cotton gin and light bulb and as young as magnetic tape



UNITED STATES DEPARTMENT OF COMMERCE
Office of Public Affairs
Washington, D.C. 20230

DATE 3-19-92 1:25 p.m.

TO Curt Smith

TELEPHONE NUMBER _____

TELEFAX NUMBER 456-6218

BUILDING/ROOM NUMBER _____

FROM Carole Trimble

TELEPHONE NUMBER 377-4246

TELEFAX NUMBER 202 377 2639

BUILDING/ROOM NUMBER Room 5521, Herbert C. Hoover Building

PAGES TO FOLLOW 3

MESSAGE Memorandum with attachment re remarks for

Presidential Speech.

PLEASE ACKNOWLEDGE RECEIPT OF INFORMATION BY CALLING:

Marilyn S. Henretty, 377-3263



UNITED STATES DEPARTMENT OF COMMERCE
Office of the Secretary
Washington, D.C. 20230

March 19, 1992

MEMORANDUM TO CURT SMITH

FROM: Carole Trimble

We like your remarks -- but have a few suggestions. The details of her job history have been publicized many times recently, so may not be needed in the President's speech. Perhaps more attention to her skills, rather than past positions, would be warranted (see insert).

We also thought the reference to American workers and inventors could be made a little more general, less specific.

Finally, we thought it would be interesting to draw a quote from her high school year book, and add the "cheerleader" reference.

Attachment

[Faint, mostly illegible text, likely bleed-through from the reverse side of the page]

((first suggestion -- delete passage on her resume))

Always, she has been a woman of courage and integrity and vision.

Let it never be told that someone from Yale doesn't recognize talent from Harvard when he sees it.

((insert following passage on high school record))

Barbara's talent, however, was spotted a lot earlier than that. Listen to her high school yearbook in Lancaster, Pennsylvania, class of '58. ~~"With lots of bounce and pep, versatile Barb is seen in all departments of Hempfield High School."~~ She was an "A" student, Honor Society Member, tennis team captain, Student Council President, and high school cheerleader.

Today, with ~~"lots of bounce and pep,"~~ Barbara Franklin is still a cheerleader — for American business. Let me repeat what she said in January upon accepting the Commerce post.

((insert different quotation from Franklin's remarks))

She remarked that she would be "very proud to be an advocate for American business and jobs -- small business, big business, medium sized business, manufacturing, service, every kind of business in this country. American business is the envy of the world."

Well, now that I have the benefit of Barbara's considerable talents, I'm the envy of her former colleagues in American business.

((delete passage on "story Barbara Franklin tells"

Barbara is well prepared for the challenges of the new world

economy. She is knowledgeable about government, experienced in business and understands the complexities of international trade. She has the energy and enthusiasm to lead the way toward a prosperous New American Century.

(last suggestion: Delete "story of American excellence" paragraph, use a new transition in ensuing paragraph)

yes
The real story of commerce is not of statistics or assets or debits and credits. It is a story of people: People whose jobs and income depend on commerce and trade. It is a book Barbara Franklin will help write -- rejecting unimaginative chapters of protectionism and isolationism.

Instead, she will be a powerful advocate of a strong economy -- an economy driven by competition and fueled by growth. She will help protect jobs against those who would cost jobs by curbing trade.

I've known Barbara Franklin for two decades -- going back to the early '70s. At the time, she was at the White House. I served at the U.N. We agree: the way to create jobs is not to build a wall around America -- but to persuade other nations to tear their walls down. I want a world of open markets, open competition, open hearts, open minds. So does Barbara Franklin. Her record of dedication and integrity has transformed my admiration into confidence, and my friendship into trust.

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It is with great pleasure that I turn the podium over to Justice O'Connor for the swearing in of a woman whose talent will help our economy thrive: our new Secretary of Commerce, Barbara Hackman Franklin. Thank you.

same as before

DOUG GAMBLE

March 19/92

424 - 36th Place
Manhattan Beach, CA 90266
(310) 546-6409

TO: CHRISTINA MARTIN

MORE BARBARA FRANKLIN SWEARING-IN (Curt Smith)

IN ADDITION TO HER OTHER TALENTS, BARBARA IS AN ACCOMPLISHED WEIGHT-LIFTER. THE NEXT TIME ARNOLD SCHWARZENEGGER COMES TO THE WHITE HOUSE TO ~~MEMORIZE~~ DEMONSTRATE HOW MUCH HE CAN LIFT, WE'LL HAVE SOMEONE WHO CAN LIFT ARNOLD.

I WASN'T KIDDING WHEN I SAID I'D ADD SOMEONE TO THE CABINET WHO COULD REALLY GIVE THIS ADMINISTRATION A LIFT.

ARNOLD SCHWARZENEGGER, EAT YOUR HEART OUT.

WHEN I TOLD SOMEONE THAT BARBARA IS A WEIGHT-LIFTER, HE ASKED IF I THOUGHT SHE'D KEEP DUMBBELLS IN HER OFFICE. I SAID "NO, BUT A FEW MAY VISIT FROM THE HILL FROM TIME TO TIME."

BARBARA FLIES A LOT IN HER HUSBAND'S PLANE, AND SHE ALSO LOVES RAFTING AND SAILING. I DON'T KNOW WHY I'D THINK THAT SOMEONE WHO TRAVELS A LOT AND IS ACTIVE AT A FRENETIC PACE WOULD HAVE ANY FUTURE IN GOVERNMENT.

FACT CHECK

COPY

(Smith/Grossman)
March 18, 1992
Draft Three
FRANKLIN

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
COMMERCE DEPARTMENT
MARCH 23, 1992

9:30 a.m.

TIME? ←

Carol Triumbe
Franklin Bush
Secy
377-4883
4246

Ambassador Schnabel, thank you for that kind introduction. /
Justice O'Connor, Senator Danforth. [[OTHER ACKNOWLEDGEMENTS]]. ← ?
I'm pleased that so many members of the Cabinet and Congress and
the White House staff could be with us this morning. / A special
welcome to the former Commerce Secretaries. / And a special
salute to my friend, Barbara Franklin, who is about to become the
current Secretary of one of our government's great agencies. //

will call

((For me, today is sentimental. I remember a couple of
months ago I was telling an aide that I had decided to nominate
Barbara to this difficult post. He replied, "Don't you think
the First Lady has enough to do already?"))

((Yes, Barbara does. I know this is supposed to be a non-
partisan event. But just for the record: I want it known that
Barbara Bush has helped raise five kids -- inspire 12
grandchildren -- be a superb ambassador of goodwill -- as well as
baking some of the best cookies any family has ever tasted.)) //

That brings me to the Barbara we're here to celebrate --
the newest member of my Cabinet -- a woman who claims a long and
distinguished career in both public and private service. //

Barbara Franklin has been a member of the Consumer Safety
Commission / member of the Advisory Committee for Trade Policy
and Negotiations / then, president and CEO of her own consulting

Carol Triumbe
March

PRODUCT

Product
#one of
original
Committee

firm / also, director ^{of} ² at seven of America's largest corporations. Always, she has been a woman of courage and integrity and vision.

Let it never be said that someone from Yale doesn't recognize talent from Harvard when he sees it. / That's why I want to repeat what Barbara Franklin said in January upon accepting the Commerce post. //

She remarked that "American business is the envy of the world . . . We have a great story to tell and I am proud to have this opportunity to begin to tell it." / Well, now that I have the benefit of Barbara's considerable talents, I'm the envy of her former colleagues in American business. //

The story Barbara Franklin tells is the story of business and jobs -- the story of American excellence. It is a story of the Pittsburgh mechanic / the Seattle computer specialist / the Des Moines mother who also holds down a job. / It is a tale as old as the cotton gin and light bulb and as young as magnetic tape and the supercomputer: Work is noble in itself. No one has the right to look down at any American. //

This is the story I speak of: People whose jobs and income depend on commerce and trade. / It is a book Barbara Franklin will help write -- rejecting unimaginative chapters of protectionism and isolationism. / Instead, she will be a powerful advocate of a strong economy -- an economy driven by competition and fueled by growth. She will help protect jobs against those who would cost jobs by curbing trade. /

BID
Commerce
Fax

I have known Barbara Franklin now for two decades -- dating back to the early '70s. At the time, she was at the White House. I served at the U.N. / We agree: The way to create jobs is not to build a wall around America -- but to persuade other nations to tear their walls down. / I want a world of open markets, open competition, open hearts, open minds. So does Barbara Franklin. Her record of dedication and integrity has transformed my admiration into confidence -- and my friendship into trust. //

At a time when competition and a global economy are changing the way we live, my friend takes her post to help change the way we lead. / I know she will be able to count on a very able team of commerce officials. And to each and every one of you who serve with her, my profound thanks. //

John Greenleaf Whittier said, "I believe in work because it releases the energy of every man and woman." / In that spirit, it is with great pleasure that I turn the podium over to Justice O'Connor for the swearing-in of a woman whose energy will help our economy thrive: Our new Secretary of Commerce, Barbara Hackman Franklin. / Thank you.

#

*Marc
Carol
Trimble*

And if anyone doubts that Barbara's not tough enough to crack open for mkt's -- they haven't seen her in the weight room lately

Carol Trimble

Document No. 315993ss

WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/18/92 ACTION/CONCURRENCE/COMMENT DUE BY: THURS. 3/19/92 2:00pm

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
COMMERCE DEPARTMENT - 3/23/92

SUBJECT: _____

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CALIO	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>FINDLAY</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>KAUFMAN</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BOSKIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>MCGROARTY</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

Please forward your comments directly to Dan McGroarty, Rm. 122, x2930, no later than 2:00 p.m., THURS. MARCH 19, with a copy to this office. Thank you.

RESPONSE:

See Comment p.1

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

(Smith/Grossman)
 March 18, 1992
 Draft Three
 FRANKLIN

32 MAR 18 P12:49

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
 COMMERCE DEPARTMENT
 MARCH 23, 1992

Ambassador Schnabel, thank you for that kind introduction. /
 Justice O'Connor, Senator Danforth. [[OTHER ACKNOWLEDGEMENTS]].
 I'm pleased that so many members of the Cabinet and Congress and
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current Secretary of one of our government's great agencies. //

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 months ago I was telling an aide that I had decided to nominate
 Barbara to this difficult post. He replied, "Don't you think
 the First Lady has enough to do already?"))

((Yes, Barbara does. I know this is supposed to be a non-
 partisan event. But just for the record: I want it known that
 Barbara Bush has helped raise five kids -- inspire 12
 grandchildren -- be a superb ambassador of goodwill -- as well as
 baking some of the best cookies any family has ever tasted.)) //

That brings me to the Barbara we're here to celebrate --
 the newest member of my Cabinet -- a woman who claims a long and
 distinguished career in both public and private service. //

Barbara Franklin has been a member of the Consumer ^{Product} Safety [✓] Commission / member of the Advisory Committee for Trade Policy ^{Scull} and Negotiations / then, president and CEO of her own consulting ST

2

firm / also, director at seven of America's largest corporations. Always, she has been a woman of courage and integrity and vision.

Let it never be said that someone from Yale doesn't recognize talent from Harvard when he sees it. / That's why I want to repeat what Barbara Franklin said in January upon accepting the Commerce post. //

She remarked that "American business is the envy of the world . . . We have a great story to tell and I am proud to have this opportunity to begin to tell it." / Well, now that I have the benefit of Barbara's considerable talents, I'm the envy of her former colleagues in American business. //

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3

I have known Barbara Franklin now for two decades -- dating back to the early '70s. At the time, she was at the White House. I served at the U.N. / We agree: The way to create jobs is not to build a wall around America -- but to persuade other nations to tear their walls down. / I want a world of open markets, open competition, open hearts, open minds. So does Barbara Franklin. Her record of dedication and integrity has transformed my admiration into confidence -- and my friendship into trust. //

At a time when competition and a global economy are changing the way we live, my friend takes her post to help change the way we lead. / I know she will be able to count on a very able team of commerce officials. And to each and every one of you who serve with her, my profound thanks. //

John Greenleaf Whittier said, "I believe in work because it releases the energy of every man and woman." / In that spirit, it is with great pleasure that I turn the podium over to Justice O'Connor for the swearing-in of a woman whose energy will help our economy thrive: Our new Secretary of Commerce, Barbara Hackman Franklin. / Thank you.

#

WHITE HOUSE STAFFING MEMORANDUM
 92 MAR 19 9:27

DATE: 3/18/92 ACTION/CONCURRENCE/COMMENT DUE BY: THURS. 3/19/92 2:00pm

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
 COMMERCE DEPARTMENT - 3/23/92

SUBJECT: _____

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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CALIO	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	KAUFMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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REMARKS:

Please forward your comments directly to Dan McGroarty, Rm. 122, x2930, no later than 2:00 p.m., THURS. MARCH 19, with a copy to this office. Thank you.

RESPONSE:

Handwritten initials and a large arrow pointing upwards.

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

(Smith/Grossman)
March 18, 1992
Draft Three
FRANKLIN

32 MAR 18 P12: 49

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
COMMERCE DEPARTMENT
MARCH 23, 1992

Ambassador Schnabel, thank you for that kind introduction. /
Justice O'Connor, Senator Danforth. [[OTHER ACKNOWLEDGEMENTS]].
I'm pleased that so many members of the Cabinet and Congress and
the White House staff could be with us this morning. / A special
welcome to the former Commerce Secretaries. / And a special
salute to my friend, Barbara Franklin, who is about to become the
current Secretary of one of our government's great agencies. //

((For me, today is sentimental. I remember a couple of
months ago I was telling an aide that I had decided to nominate
Barbara to this difficult post. He replied, "Don't you think
the First Lady has enough to do already?"))

Hmmmm. ((Yes, Barbara does. I know this is supposed to be a non-
partisan event. But just for the record: I want it known that
Barbara Bush has helped raise five kids -- inspire 12
grandchildren -- be a superb ambassador of goodwill -- as well as
baking some of the best cookies any family has ever tasted.)) //

That brings me to the Barbara we're here to celebrate --
the newest member of my Cabinet -- a woman who claims a long and
distinguished career in both public and private service. // *Product?*

Barbara Franklin has been a member of the Consumer Safety
Commission / member of the Advisory Committee for Trade Policy
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(Smith/Grossman)
March 18, 1992
Draft Three
FRANKLIN

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
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At a time when competition and a global economy are changing the way we live, my friend takes her post to help change the way we lead. / I know she will be able to count on a very able team of commerce officials. And to each and every one of you who serve with her, my profound thanks. //

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#

THE WHITE HOUSE
WASHINGTON

March 19, 1992

MEMORANDUM FOR THE PRESIDENT
THROUGH: DAVID DEMAREST 
FROM: CURT SMITH 
SUBJECT: BARBARA FRANKLIN SWEARING-IN

On Monday, March 23th, at 9:30 a.m., you will deliver remarks (6 minutes/on cards) prior to the swearing-in of Barbara Hackman Franklin as the new Secretary of Commerce. Your speech describes the commercial challenges we face, and praises Ms. Franklin as a woman superbly qualified to meet them.

Note: The page 1 comments about Mrs. Bush offer a gentle poke at Hillary Clinton's broadside this week against Middle American housewives: "I suppose I could have stayed home and baked cookies and had teas."

(Smith/Grossman)
March 19, 1992
Draft Four
FRANKLIN

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 MARCH 23, 1992
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Barbara Franklin has been a member of the Product Safety Commission / member of the Advisory Committee for Trade Policy and Negotiations / president and CEO of her own consulting firm / also, director of seven of America's largest corporations. Always, she has been a woman of courage and integrity and vision.

Let it never be said that someone from Yale doesn't recognize talent from Harvard when he sees it. / Yet Barbara's talent was spotted a lot earlier than that. / Here's what her high school yearbook in Lancaster, Pennsylvania, said: "Versatile Barb is seen in all departments of Hempfield High School." / She was an "A" student, Honor Society member, tennis team captain, high school cheerleader, and Student Council President. //

Today, Barbara Franklin is leading the cheers for a growing and prosperous American economy. Let me repeat what she said in January upon accepting the Commerce post. //

She remarked that she would be "very proud to be an advocate for American business and jobs -- manufacturing, service, every kind of business in this country. American business is the envy of the world." End quote. / Well, now that I have the benefit of Barbara's considerable talents, I'm the envy of her former colleagues in American business. //

I say that because Barbara is energetic / experienced / and extremely smart. She can help us compete in the new world economy and create a new American Century. / She knows how we must write new pages in the story of business and jobs -- the story of American excellence. / I speak of the Pittsburgh

mechanic / the Seattle computer specialist / the Des Moines mother who also holds down a job. / Their tale is as old as the cotton gin and as young as magnetic tape: Work is noble in itself. No one has the right to look down at any American. //

Barbara Franklin, of course, likes to lift things up. / Most of you know that in addition to her other talents, she's an accomplished weight-lifter. / Arnold Schwarzenegger, eat your heart out. / Now, it's Barbara's turn to lift people: People whose jobs and income depend on commerce and trade. / She won't help them through protectionism and isolationism. Instead, she will be an evangelist for a strong economy driven by competition and fueled by growth. She will help protect jobs against those who would cost jobs by curbing trade. /

I have known Barbara Franklin now for two decades -- dating back to the early '70s. At the time, she was at the White House. I served at the U.N. / We agree: The way to create jobs is not to build a wall around America -- but to persuade other nations to tear their walls down. / I want a world of open markets, open competition, open hearts, open minds. So does Barbara Franklin. Her record of dedication and integrity has transformed my admiration into confidence -- and my friendship into trust. //



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I say that because Barbara is energetic / experienced / and extremely smart. She can help us compete in the new world economy and create a new American Century. / She knows how we must write new pages in the story of business and jobs -- the story of American excellence. / I speak of the Pittsburgh

mechanic / the Seattle computer specialist / the Des Moines mother who also holds down a job. / Their tale is as old as the cotton gin and as young as magnetic tape: Work is noble in itself. No one has the right to look down at any American. //

Barbara Franklin, of course, likes to lift things up. / Most of you know that in addition to her other talents, she's an accomplished weight-lifter. / Arnold Schwarzenegger, eat your heart out. / Now, it's Barbara's turn to lift people: People whose jobs and income depend on commerce and trade. / She won't help them through protectionism and isolationism. Instead, she will be an evangelist for a strong economy driven by competition and fueled by growth. She will help protect jobs against those who would cost jobs by curbing trade. /

I have known Barbara Franklin now for two decades -- dating back to the early '70s. At the time, she was at the White House. I served at the U.N. / We agree: The way to create jobs is not to build a wall around America -- but to persuade other nations to tear their walls down. / I want a world of open markets, open competition, open hearts, open minds. So does Barbara Franklin. Her record of dedication and integrity has transformed my admiration into confidence -- and my friendship into trust. //



At a time when competition and a global economy are changing the way we live, my friend takes her post to help change the way we lead. / I know she will be able to count on a very able team of commerce officials. And to each and every one of you who serve with her, my profound thanks. //

John Greenleaf Whittier said, "I believe in work because it releases the energy of every man and woman." / In that spirit, it is with great pleasure that I turn the podium over to Justice O'Connor for the swearing-in of a woman whose energy will help our economy thrive: Our new Secretary of Commerce, Barbara Hackman Franklin. / Thank you.

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THE WHITE HOUSE
WASHINGTON

March 19, 1992

MEMORANDUM FOR THE PRESIDENT
THROUGH: DAVID DEMAREST 
FROM: CURT SMITH 
SUBJECT: BARBARA FRANKLIN SWEARING-IN

On Monday, March 23th, at 9:30 a.m., you will deliver remarks (6 minutes/on cards) prior to the swearing-in of Barbara Hackman Franklin as the new Secretary of Commerce. Your speech describes the commercial challenges we face, and praises Ms. Franklin as a woman superbly qualified to meet them.

Note: The page 1 comments about Mrs. Bush offer a gentle poke at Hillary Clinton's broadside this week against Middle American housewives: "I suppose I could have stayed home and baked cookies and had teas."

(Smith/Grossman)
March 19, 1992
Draft Four
FRANKLIN

PRESIDENTIAL REMARKS: FRANKLIN SWEARING-IN
 COMMERCE DEPARTMENT
 MARCH 23, 1992
 9:30 A.M.

Ambassador Schnabel, thank you for that kind introduction. /
Justice O'Connor, Senator Danforth. [[OTHER ACKNOWLEDGEMENTS]].
I'm pleased that so many members of the Cabinet and Congress and
the White House staff could be with us this morning. / A special
welcome to the former Commerce Secretaries. / And a special
salute to my friend, Barbara Franklin, who is about to become the
current Secretary of one of our government's great agencies. //

((For me, today is sentimental. I remember a couple of
months ago I was telling an aide that I had decided to nominate
Barbara to this difficult post. He replied, "Don't you think
the First Lady has enough to do already?"))

((Yes, Barbara does. I know this is supposed to be a non-
partisan event. But just for the record: I want it known that
Barbara Bush has helped raise five kids -- inspire 12
grandchildren -- has been a superb ambassador of goodwill -- as
well as baking some of the best cookies any family has ever
tasted.)) //

That brings me to the Barbara we're here to celebrate --
the newest member of my Cabinet -- a woman who claims a long and
distinguished career in both public and private service. //

Barbara Franklin has been a member of the Product Safety Commission / member of the Advisory Committee for Trade Policy and Negotiations / president and CEO of her own consulting firm / also, director of seven of America's largest corporations. Always, she has been a woman of courage and integrity and vision.

Let it never be said that someone from Yale doesn't recognize talent from Harvard when he sees it. / Yet Barbara's talent was spotted a lot earlier than that. / Here's what her high school yearbook in Lancaster, Pennsylvania, said: "Versatile Barb is seen in all departments of Hempfield High School." / She was an "A" student, Honor Society member, tennis team captain, high school cheerleader, and Student Council President. //

Today, Barbara Franklin is leading the cheers for a growing and prosperous American economy. Let me repeat what she said in January upon accepting the Commerce post. //

She remarked that she would be "very proud to be an advocate for American business and jobs -- manufacturing, service, every kind of business in this country. American business is the envy of the world." End quote. / Well, now that I have the benefit of Barbara's considerable talents, I'm the envy of her former colleagues in American business. //

I say that because Barbara is energetic / experienced / and extremely smart. She can help us compete in the new world economy and create a new American Century. / She knows how we must write new pages in the story of business and jobs -- the story of American excellence. / I speak of the Pittsburgh

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