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Environmental Awards, 5/91, 10/91

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

OCT 18 1991

OFFICE OF  
AIR AND RADIATION

**MEMORANDUM**

RE: Acid Rain Announcement

FROM: William G. Rosenberg  
Assistant Administrator  
for Air and Radiation *WR*

TO: Dave Demerest  
Bob Grady  
Boyden Gray  
Ede Holiday  
Roger Porter

We are completing the Acid Rain trading regulation and hope to have all the policy issues resolved in the next several days.

With the upcoming Dingell Hearing on Clean Air Act implementation on Thursday October 31, it would be optimal to announce the regulation earlier that week (e.g. Tuesday the 29th). Given that this is the President's program and has the broad support of many constituent groups (industry, states, environmentalists), this announcement is a tremendous opportunity for the President to take credit for these regulations.

Attached is a brief description of the program. We have drafted a full P.R. package for your use at a Presidential ceremony or announcement at the White House.

We will call to start coordinating such an event.

The Acid Rain Program will ensure the achievement of significant environmental benefits in both the US and Canada:

- It will allow acidified lakes and streams to recover, so that they can once again support fish life.
- Visibility will improve, allowing for increased enjoyment of scenic vistas across our country.
- It will improve the health of forests, particularly Red Spruce forests that populate the ridges of mountains from Maine to Georgia.
- It will provide new safeguards for our nations cultural heritage through protection of historic buildings and monuments.
- It will provide an insurance policy against the potential threat to public health posed by acid aerosols.

Consensus on critical issues was reached through an unprecedented effort to gain public input and build stakeholders:

- Six Acid Rain Advisory Committee meetings with 44 key advisors representing the most influential members of the utility industry, utility regulators, state air pollution control officials, environmentalists, academicians and other critical groups
- Monthly inter-agency meetings aimed at resolving issues early (OMB, CEA, DOE)
- Dozens of discussions with utilities, states, banks, vendors, academicians, fuel supply companies, and consumer and environmental groups
- Monthly meetings with trade press to ensure that the regulated community got a clear understanding of the proposed requirements

**Result:**

- Development of consensus on most issues
- Critical converts - Key utility and state regulatory representatives referring to the acid rain rules as "our rules"
- Positive press and accolades from the regulated community
- Development of a flexible, accountable system for achieving the environmental goals of the President's program at the lowest cost possible

October 17, 1991

MEMO TO: CAROL

FROM: BEN JARRATT

*Ben*

Subject: October 30 announcement of President's Environment and Conservation Challenge Awards

The attached are materials on the President's Environment and Conservation Challenge Awards. The Official Program is the best summary of the 9 Award winners and the 23 Citation winners.

Award winners will be receiving a presidential medal in the Rose Garden. Citation winners will receive a presidential certificate.

Dale Curtis and I will be forwarding suggested talking points to you as soon as possible.

The briefing book provides full backup information on the winners. I would like it back when you are finished with it.

Please let me know if you have any questions. Thanks.

- 1) Official Program
- 2) Award Application
- 3) White House press release and fact sheet
- 4) draft briefing paper (yet to be cleared)
- 4) Briefing Book listing backup on all winners.

(202) 395-5750

draft 10/7

FYI only

Draft

Yet to be cleared.

Benjamin  
10/17

PRESENTATION OF THE PRESIDENT'S  
ENVIRONMENT AND CONSERVATION  
CHALLENGE AWARDS

DATE: Wednesday, October 30, 1991  
TIME: 2:30 pm  
LOCATION: The Rose Garden

FROM: MICHAEL DELAND  
CHAIRMAN  
COUNCIL ON ENVIRONMENTAL QUALITY

I. PURPOSE:

To present Presidential medals to the 1991 winners of the President's Environment and Conservation Challenge Awards program.

II. BACKGROUND:

On May 21, 1991, you signed Executive Order 12761 establishing the President's Environment and Conservation Challenge Awards program. The purpose of this Presidential initiative is to raise the Nation's environmental awareness and recognize outstanding environmental achievements throughout the United States.

The Rose Garden event will recognize the nine 1991 Award winners. The 23 Presidential "Citation" winners will be announced at an awards symposium being held at the National Geographic Society earlier that morning.

Before the Rose Garden event, you will meet briefly with the four Award Partners (names attached) in the Oval Office. This meeting will give you the opportunity to personally thank the Partners for their contributions to the success of this program.

At the beginning of the Rose Garden event, you will publicly thank the Partners and congratulate the Citation winners (in the audience) for their environmental achievements. Your remarks will also briefly outline the environment goals of this Administration. At the end, you will congratulate the Award winners for their successful initiatives that serve the environment.

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The Award winners will then be individually announced by Chairman Deland. You will present the Presidential medals to the winners on stage. The Award Partners will be standing behind you. After the event, you may take a group photograph with the nine Award winners next to the dais.

There is a reception at the Blair House for the Award winners immediately following the Rose Garden event.

III. PARTICIPANTS:

The President

On dais:

Michael Deland, Chairman, CEQ  
Award Partners:

Gil Grosvenor, President and Chairman, National Geographic Society  
Frank Bennack, President and CEO, Hearst Corporation  
Edward Addison, President and CEO, Southern Company Services (representing Drew Lewis of The Business Roundtable)  
Russell Train, Chairman, World Wildlife Fund

200 guests in the Rose Garden:

Secretary of the Interior Manuel Lujan  
EPA Administrator William Reilly  
23 Presidential "Citation" Winners and guests  
Awards Selection Committee and Technical Evaluators  
Members of President's Commission on Environmental Quality  
Members of business, trade and environmental community  
Members of legislative and executive branches  
The Council on Environmental Quality staff

VI. PRESS PLAN:

Open Press Coverage  
White House photographer

V. SEQUENCE OF EVENTS:

- Oval Office Meeting with Award Partners (5 minutes)
  - White House photographs taken with Partners.
- Photo-Op of Rose Garden ceremony.
  - Award winners announced by Chairman Deland.
  - Presentation of Presidential Medals.
  - White House photographs of individual winners.
- Upon conclusion, White House photograph taken with President and all nine Award winners (optional).

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THE WHITE HOUSE  
Office of the Press Secretary

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For Immediate Release

May 21, 1991

**PRESIDENT'S ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS**

**FACT SHEET**

The President's Environment and Conservation Challenge Awards are designed to recognize and encourage innovative solutions to environmental concerns.

**APPLICATION PROCESS:** Nominations are open to all U.S. residents, organizations and groups, including businesses, non-profit organizations, educators, communicators and state and local government agencies. Candidates will submit applications to the Council on Environmental Quality through an open nomination process. Environmental, professional, business, education, and media organizations are encouraged to submit the names of suitable candidates.

**ANNOUNCEMENT:** The President's Challenge Awards will be presented annually at a White House ceremony. In addition, an awards symposium will highlight the winning programs. Up to three awards will be presented in the following categories:

- 1) **QUALITY ENVIRONMENTAL MANAGEMENT AWARDS:** Emphasis will be placed on the incorporation of environmental thinking into sound management decisions and practices.
- 2) **PARTNERSHIP AWARDS:** Emphasis will be placed on innovative and successful coalition building efforts toward environmental quality enhancement.
- 3) **INNOVATION AWARDS:** Emphasis will be placed on innovative technology, programs, or processes that demonstrate unusual vision, creativity, or "environmental entrepreneurship".
- 4) **EDUCATION and COMMUNICATIONS AWARDS:** Emphasis will be placed on educational programs that contribute to the development of a conservation and environmental ethic.

Presidential Citations will be given to a select group of finalists who demonstrate notable or unique achievements, but were not designated as award winners. This group of finalists will also participate in the awards symposium.

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**ORGANIZATION:** A group of organizations known as the Awards Program Partners will contribute resources and expertise to the implementation and promotion of the President's Challenge Awards program. They include:

- \* Council on Environmental Quality -- has overall responsibility for managing the awards program as part of the Executive Office of the President.
- \* National Geographic Society -- a non-profit scientific and educational organization that supports exploration and research projects worldwide.
- \* The Hearst Corporation -- a communications firm involved in publishing and broadcasting, and in the operation of the Good Housekeeping Institute.
- \* The Business Roundtable -- an association of chief executive officers who examine public policy issues to reflect sound economic and social principles.
- \* World Wildlife Fund -- a conservation organization working worldwide to preserve wildlife and nature, and promote wise and balanced use of natural resources.

**SELECTION PROCESS:** The Awards Program Partners and a Selection Committee, consisting of leaders in environmental, conservation, business, academic, and professional fields, will judge the nominations. The U.S. Environmental Protection Agency and the Department of Justice will also be consulted on technical and legal issues.

**HOW TO APPLY:** Application forms may be obtained from:

President's Environment and  
Conservation Challenge Awards  
The White House  
Council on Environmental Quality  
722 Jackson Place, NW  
Washington, DC, 20503

Phone: (202) 395-1154

Three copies of completed applications should be submitted by July 19, 1991. Winners will be notified in Fall 1991. Winners will work with the President's Commission on Environmental Quality to help replicate successful programs nationwide.

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THE WHITE HOUSE

Office of the Press Secretary

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For Immediate Release

May 21, 1991

The President today announced a series of **President's Environment and Conservation Challenge Awards**. The awards are designed to recognize outstanding individuals, organizations, or groups who make a substantial contribution to environmental quality. Leaders who find innovative ways to better manage our nation's resources, stimulate innovation, improve environmental education, and create working partnerships merit Presidential recognition.

The President's Challenge Awards will not only recognize outstanding American citizens or programs, but also establish a data bank listing model programs for replication. The program objectives are to promote working partnerships, incorporate environmental thinking into business decision-making, create innovative approaches to environmental challenges, and develop an environmental and conservation ethic in our country.

The Challenge Awards will be presented in four categories:

- 1) Quality Environmental Management,
- 2) Partnership,
- 3) Innovation, and
- 4) Education and Communication.

A Selection Committee, consisting of leaders in environmental, conservation, business, academic, and professional fields, will judge the nominations.

Applications for the award can be obtained from:

President's Environment and  
Conservation Challenge Awards  
The White House  
Council on Environmental Quality  
722 Jackson Place, NW  
Washington, DC 20503

(202) 395-1154

The awards program is open to all U.S. residents, organizations and groups. Applications are due by July 19, 1991. Winners will be announced this fall at a White House ceremony and at an awards symposium.

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The following individuals comprise the Selection Committee for the President's Challenge Awards program:

John H. Adams, Executive Director of the Natural Resources Defense Council, Inc., and an Adjunct Professor of Law at New York University in New York, NY.

Frank A. Bennack, Jr., President and Chief Executive Officer of The Hearst Corporation in New York, NY.

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

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

Dr. Bernadine Healy, Director of the National Institutes of Health, U.S. Department of Health and Human Services, in Bethesda, MD.

Drew Lewis, Chairman and Chief Executive Officer of Union Pacific Corporation in Bethlehem, PA., and Chairman of The Business Roundtable in New York, NY.

Dr. Joseph T. Ling, an internationally recognized expert in environmental management, and Chairman of the American Institute for Pollution Prevention in St. Paul, MN.

Jack Lorenz, Executive Director of the Izaak Walton League of America in Arlington, VA.

Dr. Thomas E. Lovejoy, Assistant Secretary for External Affairs at the Smithsonian Institute in Washington, DC.

J. Michael McCloskey, Chairman of the Sierra Club in Washington, DC, and an Adjunct Professor of Public Policy at the University of Michigan.

Senator Gaylord Nelson, former U.S. Senator from Wisconsin and Counselor of the Wilderness Society in Washington, DC.

David Packard, founder of the Foundation for the Malcolm Baldrige National Quality Award and Chairman of the Hewlett Packard Company in Palo Alto, CA.

Sumner Pingree, Chairman of the Board of the Chesapeake Bay Foundation in Annapolis, MD, and Vice President of the Global Environment Fund in Washington, DC.

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Dr. Frank Press, President of the National Academy of Sciences in Washington, DC.

David Rockefeller, Jr., Chairman of the Rockefeller Brothers Fund in New York, NY.

Senator Robert T. Stafford, former U.S. Senator from Vermont and former chairman of the Senate Environmental and Public Works Committee, from Rutland, VT.

Franklin A. Thomas, President of The Ford Foundation in New York, NY.

Dr. Keith Thomson, President of the Philadelphia Academy of Natural Sciences in Philadelphia, PA.

Russell E. Train, Chairman of the Board of Directors of the World Wildlife Fund in Washington, DC.

Joanna D. Underwood, Founder and President of INFORM, Inc., in New York, NY.

James W. Whittaker, first American to climb Mt. Everest and consultant, lecturer, and outwear designer and manufacturer in Port Townsend, WA.

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