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# FOIA MARKER

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**Record Group/Collection:** George H.W. Bush Presidential Records  
**Collection/Office of Origin:** Speechwriting, White House Office of  
**Series:** Grant, Mary Kate, Files  
**Subseries:** Subject File, 1988-1991

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**OA/ID Number:** 13882  
**Folder ID Number:** 13882-002

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**Folder Title:**  
[Remarks by] President at Mitch McConnell Fundraiser, 5/13/89 [OA/ID 04425]

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<b>G</b>	<b>19</b>	<b>2</b>	<b>7</b>	<b>7</b>

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SENATE RUSSELL BUILDING  
WASHINGTON, D.C. 20510  
PHONE: (202) 224-2541  
FAX: (202) 224-2499

TO:

MARY KATE  
WHITE HOUSE  
456-6218

FROM:

M. J. FINGLAND  
\_\_\_\_\_  
\_\_\_\_\_

SUBJECT:

MCCONNELL FUNDRAISER INFO

PAGES INCLUDING COVER SHEET:

7

M E M O

TO: White House

FROM: McConnell Campaign

If possible we would like to have the President speak about Senator Mitch McConnell for about a minute, preferably in two 30 second sound bites.

THE PRESIDENT: I'm very happy to be here in Kentucky tonight, This state means a lot to me for many reasons. But it was your Senator, Mitch McConnell, who was the first United States Senator to stand up for me during the 1988 campaign. In fact, as usual,

Mitch McConnell had the courage to take an early and strong

stand. Mitch is a man of principle <sup>and</sup> and character, and the <sup>has</sup> ~~the~~ ~~same~~ ~~kind~~ ~~of~~ ~~courage~~

courage of his convictions. I deeply appreciate and will always

remember what Mitch McConnell did. That's why when he talks to

me about Kentucky, I listen. R In a very short time in the United

States Senate, Mitch McConnell has gained the kind of clout

Kentucky needs in Washington. He has achieved the stature that

caused me to choose him as chairman of a delegation to El

Salvador to monitor their elections. I knew I could count on

Mitch McConnell for this sensitive foreign policy assignment.

There is a great mutual respect between us. Mitch McConnell

understands words like principle and loyalty and as you know

these words are important to me too. Take it from me, I know

from experience, you can count on Mitch McConnell. ~~Mitch I wanted to~~

~~take this opportunity to say "thank you"~~

~~SECRET~~  
~~CONFIDENTIAL~~  
~~CONFIDENTIAL~~

May 2, 1989

MEMORANDUM

TO: Mary Kate Grant  
Christina Martin

FROM: Stephanie Blessey

SUBJECT: McConnell Fundraiser

McConnell's consulting firm is requesting a quick thank you to a reception before dinner and ten minutes of remarks during dinner at 9:15 p.m. McConnell's office is providing an outline for the remarks. This event is important to McConnell's office because Roger Ailes will be filming the remarks to use in a commercial for McConnell.

Due to the fact that no one from McConnell's office showed up, it was difficult to obtain any speechwriting information.

I took pictures to provide an idea of the environment, but the dinner will be tented.

CONTACTS:

- Neils Holch <sup>HOLC</sup>  
Administrative Assistant  
224-3121 *switchboard*
- M.J. Fingland  
Press Secretary  
224- 8285
- Laura Farish  
for anecdotes
- Mary Jo Metcalf  
Farish House Manager  
(606) 873-9696
- Roger Ailes *212/563-1970*  
683-7986

*Housefarm nice*  
*Will Farish's place*  
*Trustee of GB's blind trust*  
*coat + tie BBQ*  
*outdoors w/ tents [pro. Bush*  
*Dems + GOP*  
*1000 - 1200 people*  
*humor -*  
*Derby weekend before*

*Texter & Ailes working on remarks; M.J. will fax it over this afternoon or tomorrow morning.*

*Texter: 313/668-2621 (Lukens)*

*Rich Rolapp - Pres, Amer Horse Council*  
*296-4031*

**REMARKS: FUNDRAISER FOR SENATOR MCCONNELL  
WILL FARISH'S FARM  
LEXINGTON, KENTUCKY  
SATURDAY, MAY 13, 1989  
9:30 P.M.**

**THANK YOU, MITCH ((McCONNELL)). WHAT A PLEASURE IT  
IS TO SEE YOU, HAL ((ROGERS, CONGRESSMAN AND FORMER  
BUSH STATE CAMPAIGN CHAIRMAN)); AS WELL AS JIM  
((BUNNING, CONGRESSMAN)); AND LARRY ((HOPKINS,  
CONGRESSMAN)).**

**- 2 -**

**GREAT TO SEE YOU, BOB ((GABLE)), OUR CURRENT STATE  
PARTY CHAIRMAN. ((THAD COCHRAN POSSIBLY ATTENDING.)) I  
ESPECIALLY WANT TO THANK MY HOSTS AND DEAR FRIENDS,  
WILL AND SARAH FARISH. IT'S ALWAYS A DELIGHT TO SEE  
YOU AND YOUR FAMILY, AND SPEND A LITTLE TIME IN  
BEAUTIFUL KENTUCKY. SPRING IN THE BLUEGRASS STATE,  
RACING AT CHURCHILL DOWNS, AND VOTING FOR MITCH  
MCCONNELL -- IT DOESN'T GET MUCH BETTER.**

YOU KNOW, I JUST COULDN'T WAIT TO GET HERE. YOU SEE, FOR WILL'S BIRTHDAY, I SENT HIM SOME BLUEPRINTS TO BUILD A HORSE SHOE PIT. I WAS REALLY LOOKING FORWARD TO A GOOD GAME WHEN I GOT HERE. BUT HE HASN'T DUG THE PIT YET. AT THE RATE WILL'S GOING, CONGRESS WILL HAVE PASSED THE 1993 BUDGET BY THE TIME I SEE THAT HORSESHOE PIT BUILT. AND AROUND HERE, THE ONLY HORSESHOES I COULD THROW ARE STILL ATTACHED TO THE ANIMALS.

SENATOR, YOUR SUPPORTERS HERE TONIGHT HAVE ALL GIVEN GENEROUSLY TO YOUR CAMPAIGN. AND I KNOW WHAT IT IS THAT EVERYONE HERE WANTS FROM ME IN RETURN. BUT IT'S TOO LATE -- ALL SIX PUPPIES ARE SPOKEN FOR.

THE BIGGEST SECRET IN TOWN IS THAT WILL FARISH'S SPRINGER SPANIEL IS ACTUALLY MILLIE'S BOYFRIEND. UP TO NOW, WE'VE TRIED TO KEEP HIS NAME OUT OF THE PRESS. BUT I THINK IT'S OKAY NOW TO REVEAL HIS NAME: TUG FARISH III.

- 5 -

**JUST WHAT MY IMAGE NEEDS -- PUPPIES WITH ROMAN NUMERALS AFTER THEIR NAMES.**

**HERE IN KENTUCKY, YOU MAY HAVE READ THAT THE PUPPIES ARE SLEEPING ON THE WASHINGTON POST AND THE N.Y. TIMES. THAT'S THE FIRST TIME THOSE PAPERS HAVE BEEN USED TO PREVENT LEAKS.**

**WILL AND I ARE PARTIAL TO THOSE SPRINGER SPANIELS - MILLIE, TUG, AND THE PUPPIES. BUT WHEN I ARRIVED IN KENTUCKY TONIGHT, I SAW THE STRANGEST THING.**

- 6 -

**BLOODHOUNDS -- EVERYWHERE -- SEARCHING FOR YOUR FORMER SENATOR. HAVEN'T THEY FOUND HIM YET?**

**I'M VERY HAPPY TO BE HERE IN KENTUCKY TONIGHT. THIS STATE MEANS A LOT TO ME FOR MANY REASONS. BUT IT WAS YOUR SENATOR, MITCH McCONNELL, WHO WAS THE FIRST UNITED STATES SENATOR TO STAND UP FOR ME DURING THE 1988 CAMPAIGN.**

- 7 -

IN FACT, AS USUAL, MITCH McCONNELL HAD THE COURAGE TO TAKE AN EARLY AND STRONG STAND. MITCH IS A MAN OF PRINCIPLE AND CHARACTER, WITH THE COURAGE OF HIS CONVICTIONS. I DEEPLY APPRECIATE AND WILL ALWAYS REMEMBER WHAT MITCH McCONNELL DID.

THAT'S WHY WHEN MITCH McCONNELL TALKS TO ME ABOUT KENTUCKY, I LISTEN. AND THAT'S WHY THE VERY FIRST CAMPAIGN STOP I AM DOING SINCE MY INAUGURATION IS FOR MITCH McCONNELL.

- 8 -

IN A VERY SHORT TIME IN THE UNITED STATES SENATE, MITCH McCONNELL HAS GAINED THE KIND OF CLOUT KENTUCKY NEEDS IN WASHINGTON. HE HAS ACHIEVED THE STATURE THAT CAUSED ME TO CHOOSE HIM AS CHAIRMAN OF A DELEGATION TO EL SALVADOR TO MONITOR THEIR ELECTIONS. I KNEW I COULD COUNT ON MITCH McCONNELL FOR THIS SENSITIVE FOREIGN POLICY ASSIGNMENT. I WILL LOOK TO HIM FOR HIS ADVICE AND COUNSEL AS WE CHART AMERICA'S COURSE IN THE YEARS AHEAD.

I'M RELYING ON MITCH'S LEADERSHIP, NOT ONLY ON FOREIGN POLICY ISSUES, BUT ON DOMESTIC ONES AS WELL -- IMPORTANT ISSUES LIKE KEEPING THE ECONOMY STRONG.

YOU SEE, THERE IS A GREAT MUTUAL RESPECT BETWEEN US. MITCH McCONNELL UNDERSTANDS WORDS LIKE "PRINCIPLE" AND "LOYALTY," AND AS YOU KNOW, THESE WORDS ARE IMPORTANT TO ME TOO.

TAKE IT FROM ME -- I KNOW FROM EXPERIENCE -- YOU CAN COUNT ON MITCH McCONNELL.

I UNDERSTAND THAT THIS YEAR'S DERBY WINNER, "SUNDAY SILENCE," IS A NATIVE OF LEXINGTON. HE BEAT THE ODDS - - AND THE FAVORITE, "EASY GOER" -- FOR A GREAT WIN. WELL, MITCH AND I BOTH KNOW FROM PERSONAL EXPERIENCE -- IN POLITICS AS WELL AS HORSERACING -- THE FIRST RULE IS: "NEVER BET THE FAVORITE." ((PAUSE)) UNLESS, OF COURSE, YOU ARE THE FAVORITE.

- 11 -

I KNOW MITCH McCONNELL IS ONE OF THE MOST SUCCESSFUL FUNDRAISERS IN THE SENATE. LAST WEEKEND, WHEN I WAS WATCHING THE DERBY, I THOUGHT "TRIPLE BUCK" WAS A RACEHORSE -- UNTIL I HEARD THAT'S WHAT HIS CAMPAIGN TREASURER LIKES TO BE CALLED. SERIOUSLY, I DID SEE ONE HORSE THAT REMINDED ME OF MITCH McCONNELL'S SENATE CAREER: "AWE INSPIRING."

- 12 -

MITCH McCONNELL HAS DONE A GREAT JOB, I'M GRATEFUL TO HIM, AND I APPRECIATE YOUR COMING OUT TONIGHT IN SUPPORT OF HIM. ENJOY YOURSELVES THIS EVENING, AND GOD BLESS YOU.

# # #

CHRISS -

T Teeter's changes are on  
page 7 and page 9.

Please advise.

Thanks. MK

OK

needs  
min to  
Chris

INFORMATION

MEMORANDUM FOR THE PRESID

FROM: CHRISS WINSTON C--

SUBJECT: MCCONNELL FUNDRAISER -- CARD #10


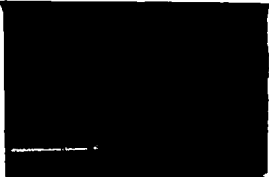
Please note the alternate card #10 that is attached. After reviewing the remarks, I have noticed that the last line reads, "Never bet the favorite."

If I am correct in my thinking, Senator McConnell will be the favorite in the election. Therefore, I have suggested that change made on card #10. The additions are: "((PAUSE)) Unless, of course, you're the favorite."

Talk to  
me

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# # #

# White House Hits Soviet's Arms Warning

By David Hoffman  
Washington Post Staff Writer

White House press secretary Marlin Fitzwater yesterday criticized the warning issued Saturday by Soviet Foreign Minister Eduard Shevardnadze that NATO modernization of short-range nuclear missiles could lead the Soviet Union to develop new weapons or halt the destruction of old ones under the 1987 Intermediate-Range Nuclear Forces (INF) Treaty.

Fitzwater, speaking to reporters as President Bush returned here, said the Shevardnadze statement was "inconsistent" with previous comments from Moscow advocating further arms cuts. Fitzwater said he had not seen the text of Shevardnadze's remarks.

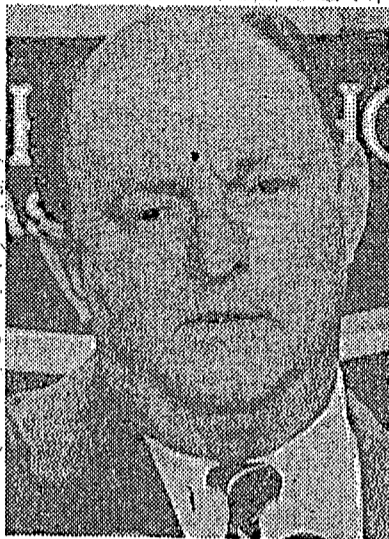
"We're not certain what he's talking about," he said. "They wanted the treaty. They've been bragging about arms reduction all over Western Europe. It seems inconsistent that now suddenly they want to back away from arms reduction."

The treaty calls for eliminating medium-range nuclear missiles. In recent weeks, a controversy has flared within the NATO alliance over short-range nuclear missiles. West Germany has proposed opening talks with Moscow on reducing these weapons as well; the United States and Britain have stood fast against negotiations and are pressing for modernization at some future point. The controversy is expected to dominate the NATO summit later this month.

Bush returned to the White House after spending the night at Lane's End Farm, the lush Kentucky estate of his friend Will Farish. On Saturday night, Bush addressed his first political fund-raiser as president there—a lavish affair for Sen. Mitch McConnell (R-Ky.) that raised \$1.3 million and was described as the largest political fund-raiser ever held in Kentucky.

In his remarks, Bush seemed to be reacting to criticism that he is missing opportunities in dealing with the Soviets. "I'm going to keep the United States strong," he said, "but I am not going to miss an opportunity to discuss global peace and to work for the relief of regional tensions with Mr. Gorbachev."

Yesterday, Secretary of State James A. Baker III said in a television interview that Bush had written to China's leader Deng Xiaoping welcoming the improvement in

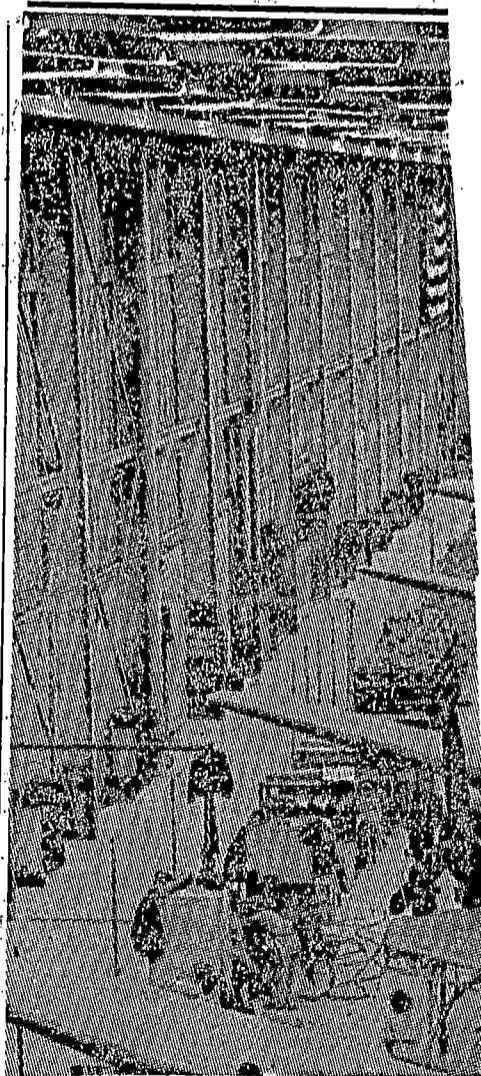


MARLIN FITZWATER  
... Soviet statement "inconsistent"

Sino-Soviet relations with Gorbachev's visit this week.

At the Kentucky fund-raiser, Bush also joked about the English spaniel puppy he gave his friend Farish. "The biggest secret in town is that Will Farish's springer spaniel or English spaniel is actually Millie's [the Bush's dog] boyfriend. Up to now we've tried to keep his name out of the press, though. I think it's okay now, though, to reveal his name—Tug Farish III."

As the crowd laughed, he added this was "just what my elitist image" needs, "Puppies with Roman numerals after their names."



# INSIDE THE BELTWAY

## That's our Jimmy

When Jimmy Carter and other international observers of Panama's presidential elections went to the Republic of Haiti High School in downtown Panama City, a major polling station, the crowd began to chant, "Justice, justice, Carter give us justice."

The former president approached the gate of the school, locked and guarded by three soldiers. He asked to go inside, where counting was still going on. The soldiers hesitated. They looked at each other and one said, "Who is this guy?"

According to an observer who was also acting as interpreter, one of them replied: "I don't know, but he has [courage]. Let him in."

WT 5-15 Ab

## Fort Potemkin

The "defence" — British, you know — correspondent for The Economist magazine was invited along for an unprecedented look at Soviet military exercises in April. He was the only Western journalist allowed to view the two-week, 17,200-man maneuvers.

The correspondent reported that "one jarring experience" was a visit to the regional command post. "For this the observers were taken to a tent in the woods," the magazine reported. "It contained eight small tables, most of them manned by one soldier. Nothing was happening. Most of the tables had on them only a clean notebook and a few coloured pencils. There were four elderly field telephones, none in use. No smelly coffee pots, no harassed staff officers, no maps or charts, no jabbering on radios — nothing to indicate that the 'command post' had ever, or could ever, control anything, let alone an entire regiment."

## Leak-proof

President Bush went to the Kentucky home of his longtime pal, Will Farish, over the weekend and revealed that First Dog Millie's very significant other is Mr. Farish's pup, Tug Farish III — "just what my elitist image [needs], puppies with Roman numerals after their names."

At a fund raiser on the sprawling Farish farm for Sen. Mitch McConnell, Kentucky Republican, Mr. Bush also told a story about Millie's six puppies. "You may have read that the pups are sleeping ... on The Washington Post and The New York Times. [It's] the first time in history that those papers have been used to prevent leaks."



Prince Charles has more confidence in his "feelings" since arriving at the big 4-0.

## Something fishy

As some reasonable souls have pointed out, boycotting Exxon gasoline stations because of the parent company's environmental debacle in Alaska is a poor choice of protest method. The "little guy" at the neighborhood gas station can hardly be blamed for the oil spill, and the economic consequences of a boycott would certainly hit the local franchiser a lot harder than the parent company. So what to do? Hardest hit by the spill are the little villages where the economy is almost totally dependent on fishing. Those who earn a living by fishing may be out of business for at least a year, according to reports from the area. The leftist "In These Times" advises readers to "Make a stink." The publication passes along a suggestion that protesters send a dead fish to L.G. Rawl, Exxon chairman. Far be it from us to espouse such tactics, but if you insist — please wrap the little critter in plastic so as not to annoy innocent postal workers in transit.

## But seriously

Prince Charles says he's now being taken seriously when discussing such issues as design and

the environment. He told an interviewer on CBS News' "West 57th Street" last week that those issues have become the important ones of the day.

Of his own personal growth, Charles said, "I was never certain that the feelings I had were worth expressing. But now I feel much more determined about them, and I think it's probably something that happens to you when you reach 40."

The prince also revealed he has a favorite castle — Sandringham — because among its virtues are "the best bathrooms in the business."

## Winging it

A Washington travel agency is suing the Kingdom of Swaziland in United States District Court for a seemingly unique bureaucratic bungle — failure to properly train its ambassador to the United States.

The suit also claims that Swaziland failed to inform its ambassador, Peter Mtetwa, "of proper and lawful standards of conduct and limitations on his commercial activities within the United States." According to the suit, Mr. Mtetwa and a partner set up a private enterprise, African Trade & Investment Inc., and then didn't make good on an agreement to buy the travel firm. When a suit was filed against Mr. Mtetwa, he fled the country — leaving behind a judgment against him in the amount of \$195,539.30 plus costs. The plaintiffs are now seeking \$300,000 from the country of Swaziland for allowing and assisting Mr. Mtetwa's flight.

## Cards and letters

First of all, thanks to the many, many readers who commented on the column about the USS Iowa. Your correspondent is gradually getting around to answering each one individually.

Second, a rather bemused tip of the hat to whoever is assailing this columnist with all those copies of right-wing fund-raising pitches. It's fascinating stuff. We have learned, by the way, that we could probably blow your cover by tracing the numbers on the postage meter stamp. But we wouldn't think of spoiling the fun.

We especially liked the glossy color photos of Oliver North and Barry Goldwater. And the pitch from Dan Quayle's father, ripping into those mean-spirited liberal yahoos at the OP, certainly got our blood boiling. Keep 'em coming — and explain, if you wouldn't mind, what exactly motivates this bombardment.

— John Elvin

THE WHITE HOUSE

Office of the Press Secretary  
(Lexington, Kentucky)

For Immediate Release

May 13, 1989

REMARKS BY THE PRESIDENT  
AT FUNDRAISER FOR SENATOR MITCH MCCONNELL

Will Farish Farm  
Lexington, Kentucky

9:25 P.M. EDT

THE PRESIDENT: Thank you, all. What a great United States Senator you have, and how impressive this turnout is, which will guarantee his reelection. I couldn't be more pleased to be here. (Applause.) And I'm pleased to see these three distinguished members of the Congress here. You may not remember this ancient history, but Hal Rogers was my Kentucky State Chairman in my quest for the presidency, and what a job that guy did, I'll tell you. (Applause.) And I want to pay my respects to your own Congressman -- your own on the turf right here, those of you from the Lexington area -- Larry Hopkins, who's with us tonight and doing a great job in Washington. (Applause.) And long before he got into politics, I was a Jim Bunning fan, and now I'm even more of a Jim Bunning fan, I'll tell you. (Applause.)

And I want to pay my respects to Bob Gable, our current State Party Chairman. I'm delighted he's here, and the other Party officials. (Applause.) And, of course, I'd be remiss if I didn't in a personal way pay my respects to Will and Sarah Farish and to my old friend, Lee Brown. Give them a job to do and it gets done, and I am just delighted to be here with all three of them. (Applause.)

Spring in the Blue Grass State. Racing at Churchill Downs and voting for Mitch McConnell -- it doesn't get much better than that, wherever you are. (Applause.)

Senator, your supporters have tonight given very generously to your campaign, and I know what it is that everyone here wants from me in return. Too late. All six puppies are spoken for. (Laughter.) But I'll let you in on a secret. The biggest secret in town is that Will Farish's springer spaniel or English spaniel is actually Millie's boyfriend. (Laughter.) Up to now we've tried to keep his name out of the press, though. (Laughter.) I think it's okay now, though, to reveal his name -- Tug Farish III. (Laughter.) Just what my elitist image name -- puppies with Roman numerals after their names. (Laughter.)

But here we are in Kentucky. You may have read that the pups are sleeping, or have been, on The Washington Post and The New York Times. (Laughter and applause.) The first time in history that those papers have been used to prevent leaks. (Laughter and applause.)

Will and I -- you got to -- we'll confess it -- we're partial to those English spaniels -- Millie, Tug, the puppies, and all that. But when I arrived in Kentucky tonight, I saw the strangest thing. Bloodhounds -- everywhere -- searching for your former senator still. They have not found him yet. (Applause.) But they know where this one is. He's in Washington doing the people's business, and I've never seen a guy work harder for the people that sent him up there than Mitch McConnell. He's never forgotten how he got to Washington. (Applause.)

MORR

And I might say -- and this is a matter of at least note to me -- and that is that Mitch McConnell was the first United States Senator to be in my corner to endorse me when I ran for the presidency of the United States -- (applause) -- the very first one. (Applause.) And I say that because he has always stood up for his convictions, a man of principle and character, the courage of those convictions. And I'll never forget -- one of the reasons I am here tonight is I will never forget and will always appreciate the fact that Mitch McConnell stood out early, took a position and stayed with it. He's that kind of guy; he's that kind of Senator. (Applause.)

In a very short time in the U. S. Senate, he's gained the kind of clout that Kentucky needs in Washington. And he's achieved the stature that caused me to choose him as chairman of our delegation to El Salvador to monitor those very important elections. And I knew I could count on Mitch for this sensitive foreign policy assignment. And I'll be looking to him for his advice and counsel as we chart America's course in the years ahead.

And speaking of delegations monitoring elections, let me just make a reference to Panama because the delegations -- we had two delegations down there monitoring these elections. One headed by former President Ford and Carter; one headed by Congressman Murtha of the United States House of Representatives and Senator McCain of Arizona. And both of them came back and said the following: One, the affections of the people of Panama about the United States is intact. Two, the election was clearly fraudulent. There's nobody that's looked at the election down there that has anything to say other than that it was fraudulent and free. They made the point that it would be in the interests of peace and freedom and democracy around the world if the Panamanian people could be granted their wish to have Mr. Endara be the new president of Panama. (Applause.)

And let me just assure you of this. I will act prudently in Central America. I will act as much as we possibly can in concert with the nations of Central and South America. We do not want to return to the days of the imperialistic gringos of the North. But let everybody be clear on one point. I will protect the lives of Americans in Panama, whether they're military or civilian. We will not let Americans' lives be put at risk by a dictator down there. (Applause.)

I mentioned Mitch's interest in foreign policy and his leadership there. But on domestic issues as well -- important issues like keeping the economy strong, he's right out there. You see, there is great mutual respect between us. Mitch understands words like principle and loyalty and, as you know, those words are very, very important to all of us. Certainly, I say they're very important to me. So take it from me -- I know from experience -- you can count on Mitch McConnell. (Applause.)

Let me simply say -- I know you haven't even eaten yet and I've had two graduation speeches and a couple of miles of running over in Houston before going to Mississippi and I'm just really delighted to be here. But let me just say a word about -- (laughter and applause) -- let me just say one other serious word, because yesterday I gave a speech over at Texas A&M in Bryant, Texas about our relationship with -- do I hear a couple of Aggies in the crowd down there? -- a speech about our relationship with the Soviet Union. And there are some young people here tonight and I'd like to address myself to them and say I think you've got a wonderful chance to live in a more peaceful world, to grow up without the fear that some of your parents have had about nuclear holocaust or a world at war.

And yesterday I made this proposal that we offer to the Soviets a chance to be reintegrated back into the family of nations. And that is going to be a driving goal of my presidency. But we're not going to do it from naivete. We're not going to do it based on promises or bold proposals. We're going to do it on the facts. And

MORE

I'm going to keep the United States of America strong, but I am not going to miss an opportunity to discuss global peace and to work for the relief of regional tensions with Mr. Gorbachev. We are going to do that, but we're going to do it in a timely fashion, a prudent fashion, with the interests of the free world foremost all the time. (Applause.)

These are exciting times, and we are the United States of America, and we have always led the Alliance and we're going to continue to lead the Alliance. But I would conclude I am optimistic, not only about the future of the Alliance, but I am optimistic about the changes that are taking place in the Soviet Union. And I'll do my level best working with the three Congressmen that are here, with the Senator that is here, to enhance United States standing and to make clear to everyone in the world that we are committed to world peace, that we're going to stay strong in the pursuit of that peace.

Thank you all very much. Thank you very, very much for your support of this outstanding Senator. I'm delighted to be with you. God bless you and God bless the United States of America. Thank you very, very much. (Applause.)

END

9:41 P.M. EDT

## EDUCATIONAL RESOURCES

To obtain horse-related print and visual materials for educational and promotional purposes contact your state extension specialist ( p.36), or utilize Horse Industry Directory contacts to find the source for your needs. Each equine organization has its own library or you may want to refer to a directory (p.67) for complete listings of what particular segments of the industry have available.

## EQUINE INDUSTRY DATA

There are 5.25 million horses in the United States, with Texas (478,000) and California (389,000) the leading horse population states. *KENTUCKY (155,000)*

Breeds with the highest individual population counts are the Quarter Horse (1,852,000), Arabian and Half-Arab (620,000) and Thoroughbred (533,000).

Horses contribute approximately \$15 billion annually to the economy of the United States, representing 16% of the gross national product of the Agriculture, Forestry and Fisheries section.

Horse owners account for roughly \$13 billion in annual investment and maintenance expenditures.

Horse sports draw more than 110 million spectators annually.

Attendance at U.S. race tracks exceeds 70 million each year, and annual wagering on horse races surpasses \$13 billion. An additional 12 million people attend the races in Canada and wager another \$1.6 billion.

According to the Department of Interior, more than 27 million people over age 12 ride horses each year, 54% of whom ride on a regular basis and the remainder for occasional recreation.

Horse exports account for foreign sales of approximately \$200 million annually.

### REGISTRATION FIGURES Major American Light Horse Breeds, 1960 to 1987

BREED	1960	1968	1975	1980	1984	1985	1986	1987
APPALOOSA	4,052	12,389	20,175	25,384	17,674	16,189	14,551	12,589
ANGLO & HALF ARAB	2,200	9,800	11,351	14,257	11,400	10,099	6,907	NA
ARABIAN	1,610	6,980	15,000	19,725	29,175	30,004	28,283	26,240
HACKNEY	459	656	1,015	595	733	744	791	621
MORGAN	1,069	2,134	3,400	4,537	5,411	4,538	4,329	3,803
NATIONAL SHOW HORSE	0	0	0	0	782	856	927	964
PAINT	0	2,390	5,287	9,654	14,673	12,692	11,273	15,518
PALOMINO	657	1,262	1,539	1,548	3,594	1,200	1,500	1,746
PASO FINO	0	0	380	645	1,155	1,335	1,323	1,249
QUARTER HORSE	35,507	65,326	97,179	137,090	169,675	157,360	153,773	147,007
SADDLEBRED	2,329	3,589	4,064	3,879	3,986	4,353	4,363	3,918
STANDARD BRED	6,413	10,682	12,830	15,219	19,795	18,384	17,637	17,579
TENNESSEE WALKER	2,623	8,493	6,591	6,847	7,610	7,633	7,900	8,000*
THOROUGHBRED	12,901	23,201	29,225	39,367	47,288	48,977*	49,700*	31,001*
TOTAL	69,820	146,902	208,036	278,747	332,951	314,364	303,257	270,235

\* Estimated or incomplete figures



## I. Summary

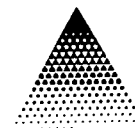
The United States horse industry is a \$15 billion industry. This money is spent by over three quarters of a million owners on maintaining over 5.2 million horses and other equines, and by spectators on attendance and wagering at equine events.

Because of the diversity of the industry in terms of breeds and uses, and because of the diversity of owners in terms of numbers of equines owned and expenditures on maintenance, the use of a single statistic or any other simple description would fail to do justice to this industry.

Such a diverse structure implies that horse ownership and the horse economy in general have widespread economic effects on the rest of the economy. Any increase or decrease in the \$15 billion expenditures would be felt in most regions of the country and in most sectors of the U.S. economy.

Because the \$15 billion is currently accounted for in the farm, manufacturing and service sectors of the economy, care must be exercised when making a comparison with any one sector or industry. With this caveat in mind, it is still possible to obtain a measure of the relative size of the U.S. horse industry. \$15 billion is approximately 16 percent of the gross national product of the Agriculture Forestry and Fisheries section of the U.S. economy. In comparison with specific sectors of the manufacturing sector, this industry is 83 percent of the gross national product of the textile mill products sector, and 65 percent of the lumber and wood products sector. It equals the combined output of the tobacco and leather products industries.

An alternative set of comparisons can be made with categories of personal consumption expenditure in the United States economy. In 1984, United States households spent \$166 billion on recreation. Of this total, \$9.4 billion was spent on admissions to



cinemas, theatres and sporting events. \$7.8 billion was spent on books and maps, and \$12.7 billion on magazines and newspapers. Participants at commercial amusements, which includes commercial riding establishments, spent \$14.2 billion.

Under standard national income accounting practices only the services of commercially owned equines are measured in the recreation sector. If, however, the imputed services of privately owned equines, as measured by maintenance expenditures, is used to measure the full recreational expenditure on horse-related activities, this sector would be the fourth largest category of personal consumption expenditure on recreation in the economy.

Although the size of the horse industry as measured by the equine population is not growing, the growth of the industry in value terms has been and is likely to continue to be large. Between 1982 and 1984 personal income in the United States rose by 16.6 percent while expenditures on recreation rose 20 percent. As long as equine related expenditures grow at the same rate as other recreation expenditures every \$1 increase in personal income will lead to an increase in expenditures in the horse economy of \$1.20.

The total economic contribution or GNP, by state or region, is reported in Table 1, State/Region GNP. This total includes the \$104 million GNP of the rodeo economy which could not be allocated on a state or regional basis.

Table 2 presents the economic count of the 17 equine classes used for this survey by 22 states or survey regions. This information is further summarized in Figure 1 and Figure 2 which present the breed and state distributions.



Table 1  
 American Horse Council National Equine Survey  
 U.S. Horse Industry  
 Gross National Product  
 1985  
 (millions of dollars)

REGION -----	TOTAL GNP -----
CALIFORNIA	1,903
COLORADO	343
FLORIDA	714 ✓
ILLINOIS	603
KENTUCKY	487
LOUISIANA	300
MICHIGAN	398
MINNESOTA*	181
MARYLAND	393
NEW JERSEY	539
NEW YORK	1,257
OHIO	557
OKLAHOMA*	233
PENNSYLVANIA*	614
TENNESSEE	228
TEXAS	1,013
VIRGINIA	331
WASHINGTON	441
PACIFIC MOUNTAIN	1,354
WEST CENTRAL	905
EASTERN	1,223
SOUTH CENTRAL	1,008
<b>U.S. TOTAL</b>	<b>15,183</b>

\* Excludes racing due to disclosure problem  
 National total includes racing in these states, and rodeo GNP.



## Smithsonian, AHC Move Ahead With Plans For National Horse Festival in 1991

The National Museum of Natural History of the Smithsonian Institution in Washington, D.C. is moving forward with plans for an unprecedented nine-day national horse festival beginning on Columbus Day, 1991.

The festival is being conceptualized as a cornerstone of the Smithsonian's Seeds of Change exhibit, which will commemorate the 500th anniversary of the landing of Christopher Columbus in the New World.

Most recently, the Smithsonian retained the services of Cox-Leahy Associates, Inc., a Darien, CT event marketing firm specializing in equine projects, to oversee development, organization and implementation of the festival. Cox-Leahy was responsible for the highly successful Belmont Horsefair in 1988 and is currently organizing a 1989 encore for that project.

The American Horse Council is working with the Smithsonian and Cox-Leahy on various phases of the festival, and will serve as a contact point for industry groups interested in participating in the event.

The overall exhibit, which will be in place for 14 months and encompass off-shoots at museums and other facilities throughout the country, will focus on the most significant "seeds of change" brought by Columbus to the New World: maize, sugar, potatoes, disease and the horse.

The horse festival will celebrate the successful introduction to the New World of modern horses, whose equine ancestors are believed to have been wiped from the continent during the Ice Age. Adopted

quickly by Native Americans, horses subsequently played a vital role in the development of the Americas.

Early plans call for the horse festival to feature multi-breed demonstrations, displays and commercial exhibits, beginning with a spectacular parade down Pennsylvania Avenue with horses from the United States, Spain, Central and South America. The opening event is envisioned as a presentation of a dramatic cross section of breeds, sports and uses.

Negotiations have been instituted with the National Park Service for use of the  
*See SMITHSONIAN, page 3*



SEEDS of  
CHANGE

## USDA Adopts Horse Protection Act Rules But Federal Court Challenges Continue

The controversy surrounding use of chains and pads on show horses, primarily Tennessee Walkers, under the Horse Protection Act has come full circle with the American Horse Protection Association once again asking a federal court to declare invalid new regulations issued by the United States Department of Agriculture.

AHPA is seeking to force the USDA to institute another rulemaking process in the longstanding dispute.

In March, 1988, U.S. District Court Judge Oliver Gasch invalidated some of the regulations associated with the Horse Protection Act and ordered the Secretary of Agriculture to institute a rulemaking proceeding on the use of pads, chains and other so-called "action devices."

The action was the result of a suit filed by the AHPA several years earlier. In response, USDA immediately issued an emergency rule prohibiting the showing of horses with any chain in excess of six ounces or any pad. Ambiguities in the order effectively forced many horse shows to be shut down.

Following a series of meetings involving the AHPA, American Horse Council and breed representatives, joint comments were filed with USDA recommending that the size of pads be limited to 50%

*See PROTECTION, page 3*

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AMERICAN  
HORSE COUNCIL

1700 K Street, N.W., Washington, D.C. 20006  
(202) 296-4031

# Mark Your Calendar for June and AHC's 20th Anniversary Convention

If you've been to an American Horse Council Convention in the past, or especially if you've never been but are thinking about it, this year's 20th Anniversary Convention (June 11-14, Hyatt Regency Crystal City) is one we don't want you to miss.

The unique cross section of business, sport and recreation issues you've come to expect will be enhanced this year by programs and social gatherings devoted to celebrating the people and events that have moved the horse world, and the American Horse Council, since 1969.

Whether your primary interests are in racing, showing or recreation; owning, breeding, buying or selling; horse health and maintenance; association management; events marketing; tax and financial planning; national and trade press relations; or any other issue or area, there will be something worth taking home from this year's AHC Convention.

Here are some of the topics and programs we'll be offering, along with a list of our special social events. Please join us!

## PROTECTION, *cont'd.*

of the length of the hoof. The standard was made flexible to accommodate various horses but nonetheless eliminate the potential for abusive use of pads.

The joint comments made no recommendation on chains because agreement among the parties could not be reached. Some groups supported continued use while AHPA filed comments suggesting their use be banned.

The USDA adopted the joint comments immediately as part of an interim rule, but requested additional comments during the remainder of the comment period, which expired in October.

On February 14, USDA adopted final regulations permitting the use of chains weighing six ounces or less. The final rule also limited pad size to 50% of the length of the hoof and reinstated a one-inch heel/toe ratio, but removed a requirement that the pad assume the slope of the front of the hoof wall.

Despite widespread industry support for the compromise position, the final rule has prompted AHPA to go back to court.

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20-Year Retrospective: Racing in America  
Horsemanship, Liability and the Law  
Business Plans that Stand Up to Audit  
Marrying Racing and Non-Racing Events  
The Horse Protection Act and You  
Marketing Our Horses Overseas  
Coordinating International Trade  
The Many Levels of  
Corporate Sponsorship  
So You Want to Build a Race Track?  
Owners, Breeders, Bettors  
and Economics  
Gait Analysis of Competition Horses  
Prepurchase Exams: Written Protection  
Appraisals: Who Do You Trust?  
Betting Patterns and Racing's Future  
Revenue Sources for Association Events  
Management Concepts for  
Horse Businesses  
Trade Press: Reporting v. Promoting

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An AHPA request for a preliminary injunction to prevent USDA from enforcing the new rules was denied by Judge Gasch on March 16, and the rules went into effect March 20.

A Celebration For All Horse People

The 1989 AHC Convention  
June 11-14, 1989  
Hyatt Regency Crystal City  
Arlington, Virginia



## Convention Brochures

A complete package of 1989 AHC Convention materials, including programs, speakers, conference registration and hotel reservation forms are now available from the American Horse Council, 1700 K St., N.W., Washington, D.C. 20006; telephone (202) 296-4031.

## AHC Convention Social Calendar

### WELCOME TO WASHINGTON RECEPTION

Sunday, June 11, 6:00 p.m.-8:00 p.m.

Sponsored by  
American Saddlebred Horse Association  
and

National Show Horse Registry

### AN EVENING AT HISTORIC OXON HILL MANOR

Monday, June 12, 6:00 p.m.-10:00 p.m.

Sponsored by the  
Tennessee Walking Horse Industry  
**20TH ANNIVERSARY CELEBRATION LUNCHEON**

Tuesday, June 13, 11:30 a.m.-2:00 p.m.

Sponsored by  
Alec Courtelis, Arabian Jockey Club  
and

Davis and Harman

### TAX AND BUSINESS WORKSHOP LUNCHEON

Wednesday, June 14, Noon-2:00 p.m.

## Wilderness Bills Could Affect Horses

The start of the 101st Congress will bring a new wave of legislation on the use of public lands, some of which may affect horse people.

One area of concern is legislation which designates areas of National Forests as "wilderness". Although the wilderness designation means lands may be accessed only by foot or horseback, too often it means riders may lose access to trails.

Currently, several areas of the Shawnee National Forest in Illinois are being considered for wilderness designation, threatening closure of many trails to horses. Horse people in Illinois are working to save their trails by writing letters to Congress, and the Horsemen's Council of Illinois has enlisted the help of AHC.

The offices of both Illinois Senators Alan Dixon and Paul Simon report that legislation has yet to be drafted. Both have heard from a number of horse people and the points raised will be considered when bills are drafted.



## AHC News

**Richard E. McDevitt**, a member of the American Horse Council Board of Trustees, has been awarded the Walter B. Devereux Award for Sportsmanship by the American Horse Shows Association.

☆☆☆☆☆

AHC Executive Committee member **Stanley F. Bergstein**, executive vice president of Harness Tracks of America, has received the William H. May Award for "service to racing" from the Association of Racing Commissioners International.

☆☆☆☆☆

The **Thoroughbred Racing Associations** has announced that ABC television per-

## Rails-To-Trails Tops 200

The number of rails-to-trails conversions in the U.S. climbed to 203 during 1988, according to the Rails-to-Trails Conservancy (RTC). Total mileage of trails developed from abandoned rail corridors is now 2,701.

Predominant users of rail-trails are bicyclists, walkers and runners, but equestrians are among the other regular user groups.

## USDA Posts Filled

The U.S. Senate has unanimously confirmed Clayton Yeutter as the new Secretary of Agriculture.

Yeutter previously served as the U.S. Trade Representative during the second term of the Reagan Administration. In the early 1970s he served as the Assistant Secretary for International Affairs and Commodity Programs and as Assistant Secretary of Marketing and Inspection.

President Bush has also announced he plans to nominate Jack Parnell as Deputy Secretary of Agriculture, the number two post in the U.S. Department of Agriculture. Parnell is currently Director of the California Department of Food and Agriculture.

sonality and Maryland Million originator **Jim McKay** will serve as its national spokesman. McKay will work directly with TRA president and AHC Trustee **Robert P. Levy**.

☆☆☆☆☆

Virginia Governor Gerald Baliles has appointed the state's first racing commission: **John Hale Shenefield, Leonard W. Walters, Audrey Dixon, Arthur W. Arundel and Fred G. Pollard**.

☆☆☆☆☆

AHC has published a new **Summary of Sales and Use Tax Laws**, a 70-page review of current regulations governing sale and use taxes in all 50 states. The report is priced at \$15.

## 20 Years Ago



... **Thruston Morton** became the first president of the American Horse Council. A former Senator from Kentucky, Morton served with AHC until 1978.

... AHC Trustee **Warner L. Jones Jr.** presented a Thoroughbred yearling as a gift to the Republican Governors' Conference. Accepting was **Ronald Reagan**, Governor of California.

... AHC announced strong opposition to legislation introduced to limit the deductibility of farm losses, and to proposals of the Treasury Dept. to restrict capital gains benefits for farming.

... Recognizing the expansion of the National Park system and designated wilderness areas, AHC committed itself to protection of horse-related recreational opportunities.

### SMITHSONIAN, cont'd.

Mall, the huge public park stretching from the Capitol to the Lincoln Memorial, a site which would guarantee maximum exposure for the horse events.

The National Museum of Natural History is also actively pursuing a major corporate sponsor for the Seeds of Change exposition.

Those interested in securing further information about the event can contact Mary Midkiff of the American Horse Council at (202) 196-4031 or Cox-Leahy Associates at (203) 655-4002.

# AHC Member Organizations

- Ak-Sar-Ben  
 American Association of Equine Practitioners  
 American Farriers Association  
 American Hackney Horse Society  
 American Horse Publications  
 American Horse Shows Association  
 American Live Stock Insurance Company  
 American Morgan Horse Association, Inc.  
 American Paint Horse Association  
 American Quarter Horse Association  
 American Saddlebred Grand National  
 American Saddlebred Horse Association  
 American Youth Horse Council  
 Appaloosa Horse Club  
 Arabian Horse Registry of America, Inc.  
 Arabian Jockey Club  
 Arkansas Thoroughbred Breeders'  
     & Horsemen's Association  
 Arlington Park Racetrack, Ltd.  
 Association of Racing Commissioners Int'l, Inc.  
 Bay Meadows Racing Association  
 Calder Race Course, Inc.  
 California Horsetrader  
 California State Horsemen's Association  
 California Thoroughbred Breeders Association  
 California Veterinary Medical Association  
 Canterbury Downs Racetrack  
 Charles Town Races, Inc.  
 Churchill Downs, Inc.  
 Cloverleaf Standardbred Owners Assn., Inc.  
 Colorado Horsemen's Council  
 Connecticut Horse Council, Inc.  
 Del Mar Thoroughbred Club  
 Delaware Racing Association  
 Ellis Park  
 Fairplex - Los Angeles County Fair Association  
 Fasig-Tipton Company, Inc.  
 Florida Thoroughbred Breeders' Association  
 Freehold Racing Association  
     & Atlantic City Harness, Inc.  
 Freestate Racing Association  
 Friends of the Show Horse Association, Inc.  
 Garden State Park  
 General Instrument - American Totalisator Co.  
 Georgia Horse Foundation  
 Gilman Investment Company  
 Hagyard-Davidson-McGee Associates  
 Harding & Harding  
 Harness Horsemen International  
 Harness Tracks of America  
 Harry M. Stevens Inc.  
 Horsemen's Benevolent & Protective Assn.  
     -Ohio Division  
 Horsemen's Benevolent & Protective Assn.  
     -Natl. Headquarters  
 Horsemen's Benevolent & Protective Assn.  
     -New York Division  
 Horsemen's Council of Illinois  
 Idaho Horse Council  
 Illinois Dept. of Agriculture  
 Indiana Horse Council, Inc.  
 International Arabian Horse Association  
 Iowa Horse Industry Council  
 Jackson Trotting Association, Inc.  
 Jockey's Guild, Inc.  
 K & K Insurance Agency  
 Keeneland Association Inc.  
 Kentucky Thoroughbred Association, Inc.  
 Ladbroke Racing Corp.  
 Laurel Racing Association  
 Lebanon Trotting Club  
 Lexington Chamber of Commerce  
 Libertyville Saddle Shop  
 Longacres Race Course Inc.  
 Los Angeles Turf Club, Inc.  
 Louisiana Thoroughbred Breeders Association  
 Louisville Downs Inc.  
 Maryland Horse Breeder's Association  
 Maryland Horse Council, Inc.  
 Maryland Jockey Club of Baltimore, Inc.  
 Maryland Thoroughbred Horsemen's Assn.  
 Matchmaker Breeders' Exchange  
 Meadowlands Racetrack  
 Miami Valley Trotting Inc.  
 Michigan Harness Horsemen's Association  
 Michigan Horse Council  
 Mid-State Raceway, Inc.  
 Minnesota Horse Council  
 Minnesota Thoroughbred Association  
 Mississippi Horse Council  
 Missouri Horse Council, Inc.  
 Missouri Horse Racing Commission  
 Monmouth Park  
 Morris Animal Foundation  
 Nassau-Suffolk Horsemen's Association  
 National Cutting Horse Association  
 National Horse Show Assn. of America, Ltd.  
 National Show Horse Registry, Inc.  
 National Steeplechase & Hunt Association  
 New England Horsemen's Council  
 New Hampshire Horse Council  
 New Jersey Horse Council  
 New Mexico Horse Council, Inc.  
 New Suffolk Downs  
 New York Racing Assn.  
     (Belmont, Aqueduct & Saratoga)  
 New York State Horse Council  
 New York State Thoroughbred Breeding  
     & Development Fund  
 New York Thoroughbred Breeders, Inc.  
 North Carolina Horse Council  
 Northfield Park  
 Oak Tree Racing Association  
 Oaklawn Park  
 Ohio Harness Horsemen's Association  
 Ohio Horseman's Council  
 Ohio Standardbred Breeders & Owners Assn.  
 Ohio Thoroughbred Breeders & Owners  
 Oklahoma Horsemen's Association  
 Pacific Coast Quarter Horse Racing Association  
 Pacific Racing Association  
 Palomino Horse Breeders of America, Inc.  
 Paso Fino Horse Association, Inc.  
 Pompano Park Associates Ltd. Partnership  
 Professional Horsemen's Assn. of America  
 Professional Rodeo Cowboys Association  
 Quarter Horse Racing  
 Racing Association of Central Iowa  
     d/b/a/ Prairie Meadows  
 Racking Horse Breeders Association of America  
 Rosecroft Raceway  
 Ruidoso Downs Racing, Inc.  
 Sante Fe Racing, Inc.  
 Saratoga Harness Racing  
 Scioto Downs, Inc.  
 South Dakota Horse Council  
 Southwestern Exposition and Livestock Show  
 Tennessee Dept. of Agriculture Marketing Div.  
 Tennessee Thoroughbred Owners  
     & Breeders Association  
 Tennessee Walking Horse Breeders'  
     & Exhibitors' Association  
 Tennessee Walking Horse National Celebration  
 Texas Quarter Horse Association  
 The Jockey Club  
 The Red Mile/Tattersalls/Lexington Trots  
     Breeders Association  
 Thoroughbred Club of America, Inc.  
 Thoroughbred Owners & Breeders Association  
 Thoroughbred Racing Assn. of North America  
 Thoroughbred Times, Inc.  
 Tropical Park, Inc.  
 Tufts University School of Veterinary Medicine  
 Turf Paradise  
 United Professional Horsemen's Assn., Inc.  
 United States Combined Training Assn., Inc.  
 United States Polo Association  
 United States Trotting Association  
 University of Arizona  
     Race Track Industry Program  
 University of Kentucky  
     Equine Research Foundation, Inc.  
 University of Louisville  
     Equine Industry Program  
 Virginia Horse Council  
 Virginia Thoroughbred Association  
 Virginia-Maryland Regional College  
     of Veterinary Medicine  
 Walking Horse Trainers Association  
 Washington State Horse Council  
 Washington Thoroughbred Breeders Association  
 Western Standardbred Association  
 Wisconsin State Horse Council  
 Yonkers Racing Corporation

# AMERICAN HORSE COUNCIL



R. RICHARDS ROLAPP

President

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