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MEMORANDUM

TO: President Clinton

FROM: Eli Segal *es*

DATE: July 22, 1999

IN RE: *One America* Conference: August 2-4, 1999 (Chicago IL)

Well, seven years after the campaign, this is another one for the good guys. No one -- not even you in your most optimistic moments -- could have imagined the extent to which the old welfare system could be torn asunder. Whatever the alchemy of (1) the strong economy, (2) the new law, and (3) the business community, you are responsible for each of the three components of this extraordinary transformation.

This is a brief note to encourage you to use August 3 (and the days leading up to it) to make the case not just for the quiet revolution now in place, but the continuing responsibility to complete the job. Look back a little, but only for context. Use the three year anniversary of the legislation to challenge all of us anew: Congress to pass laws, Governors to spend their surpluses wisely and to keep pushing their administrators to move from eligibility clerks to job coaches, service providers to expand their capacity and improve their quality, and businesses to do even more, including investing in our cities and rural areas where our welfare recipients live and helping their new employees develop the skills they will need in the next millennium.

Your great ally in this would be the business community. For the most part, the private sector sees the welfare rolls at over two million as an opportunity, not the foreboding threat that many welfare policy analysts envision. They are prepared to invest in "the hardest to place" (a concept they hate because it suggests predetermined failure). Many are even talking about hiring job ready ex-offenders and all are committed to moving their recent hires up the career ladder. They are ready to be motivated. They know it's going to be harder going forward, but I see very little pessimism.

In short, I think the stars are in place to use the third anniversary to look ahead -- perhaps a Saturday radio address to challenge Congress on the now pending appropriation for the Department of Labor, perhaps a *New York Times* op-ed piece on Tuesday morning of Chicago, certainly a Chicago speech unveiling another reduction in the caseload coupled with a fresh challenge to the private sector, and then the Town Hall meeting. I'm sure that there are additional and better vehicles as well.

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There is obvious news value of a roll-out like this -- it would make it possible for us to battle the widely held public notion that welfare reform is yesterday's story, and the increasing chorus of academics who are trying once again to make the case that welfare reform is a cruel hoax on the poor. But even more fundamentally it would continue to shift the debate from time limits and related minutiae to the unfinished business of helping those who have been left behind.

The trip to Chicago for the day will be great; a campaign in behalf of those for whom economic independence was inconceivable just a few years ago would be even better.

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P.S. I include the media advisory for you to see all who will be in attendance on August 3.



The Welfare to Work P A R T N E R S H I P

MEDIA ADVISORY

CONTACT: Eric Evans 202-955-3005 ext.319
Nancy Bjorson 202-955-3005 ext.322

**NATION'S LEADER IN WELFARE TO WORK MEET FOR
WELFARE TO WORK PARTNERSHIPS - ONE AMERICA CONFERENCE**
Three Years After Welfare Reform Legislation
Business Community, 30 Cities Focus on Next Steps

WASHINGTON, DC- July 1999- More than 1,000 business, government and community-based leaders from across the country will join President Clinton, Governors Tommy Thompson (R-WI), Tom Carper (D-DE) and George Ryan (R-IL), U.S. Secretaries Rodney Slater, Alexis Herman and William Daley and CEOs from the country's Fortune 100 companies on August 2-4 in Chicago, Illinois for the *Welfare to Work Partnerships -- One America* conference. *One America* is a first-of-its-kind conference in which national leaders in welfare reform will examine the progress of welfare to work and help shape its future.

WHO: President of the United States William Jefferson Clinton
CEO & President of The Welfare To Work Partnership, Eli Segal
CEO UAL & Chairman of The Partnership, Gerald Greenwald
CEO & Chairman UPS, James Kelly
CEO & Chairman Sprint Corporation, William T. Esrey
CEO & Chairman Monsanto, Robert B. Shapiro
President of Burger King North America, Paul E. Clayton
U.S. Secretary of Transportation Rodney Slater
U.S. Secretary of Labor Alexis Herman
U.S. Secretary of Commerce William M. Daley
Governors George Ryan (R-IL), Tommy Thompson (R-WI), Tom Carper (D-DE)
Chicago Mayor Richard Daley
President & CEO of Goodwill Industries Inc., Fred Grandy
Professor of Business Administration at Harvard Business School, Rosabeth Moss Kanter
International President of the International Association of Machinists and Aerospace Workers, R. Thomas Buffenbarger
Representatives from United Airlines; United Parcel Service of America; IBM; Bank America; Burger King; Sprint Corporation; Monsanto Company; Aetna, Inc.; AHL Services; Citigroup Foundation; CVS Corporation; Production Products; Fannie Mae Foundation; Rachel's Bus Company; Boscart Construction; General Converters & Assemblers, Inc.; Sears Roebuck and Co.; The Limited; C&S Paving; Loews Hotels; Time Warner; Cessna Aircraft, a Textron Company; Manpower, Inc; The TJX Companies, Inc.; Chase Manhattan Bank; Chevron Corporation; Mills Corporation; Xerox Corporation; Marriott International and 1,000 more companies.

WHAT: *Welfare to Work Partnerships - One America*, a first-of-its-kind national conference brings together the nation's leading experts in welfare to work to share community and industry-based strategies for welfare to work and determine the next steps of welfare to work.

WHERE: Navy Pier, Chicago, Illinois

1250 Connecticut Avenue, NW Suite 610 Washington, D.C. 20036-2603
Telephone 202 955 3005 Fax 202 955 1087 Email info@welfaretowork.org Web Site www.welfaretowork.org
Toll free for interested businesses 1 888 USA JOB1

The Welfare to Work Partnership is a not for profit corporation, organized under the laws of the District of Columbia.

WHEN: August 2-4, 1999

WHY: To provide a platform to examine the progress and challenges of welfare reform and to form public/private partnerships that will ensure continued commitment to welfare to work around the country.

STORY LINES:

The Future of Welfare to Work. Through a research study conducted by Wirthlin Worldwide at the *One America* conference, we will determine the critical next steps to ensure that welfare to work reaches all American families.

Town Hall. President Clinton, national business leaders, faith- and community-based organizations and state and local government leaders will discuss how welfare to work started, how it has evolved and where it's headed.

Faces of Welfare Reform. Presented in a talk show format with interaction from an audience of business, government and community leaders from across the country, *Faces of Welfare Reform* examines the inspirational stories of five former welfare recipients who reclaimed their independence by choosing a paycheck over a welfare check. Each story in *Faces of Welfare Reform* represents one aspect of welfare to work that is critical to its future success, including the so called "hardest to place," non-custodial fathers, transportation challenge, reliable childcare and partnering with service providers.

The Crucial Connection. Any business with a successful welfare to work program will tell you that a major key to success is partnering with a quality service provider that can help train and place welfare recipients into jobs. But many businesses still struggle to find the perfect service provider in their area. The Welfare to Work Partnership and IBM will introduce *The Solutions Network*, an innovative, never-before-seen online network that links businesses with the perfect service providers to meet their employment needs.

The Transportation Challenge. Transportation continues to be one of the biggest challenges to welfare to work. U.S. Secretary Rodney Slater will release The Welfare to Work Partnership's *The Road to Work*, a how-to that will help companies design customize solutions for their specific transportation problems.

Creating Partnerships. Partnerships between businesses, service providers, government agencies and communities are a significant key to the success of welfare to work. Based on the best practices of several communities across the country, The Welfare to Work Partnership's *Community Blueprint* describes the critical tools to help local communities create effective welfare to work programs.

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Welfare to Work Partnerships – One America is sponsored by AIG, Inc., Bank of America, Burger King, Sara Lee Corporation, Sears, Roebuck and Roebuck and Co., The Mills Corporation, United Airlines, International Association of Machinists, Loews Hotel, Marriott International, Phil Stefani Restaurants, United Parcel Service of America, Inc., Bank One Corporation, Burns International Security Service, CVS, Macy's East Inc./Federated Department Stores, NBC-5/Chicago and Skadden, Arps, Slate, Meagher

Eli J. Segal
The Welfare to Work
P A R T N E R S H I P
1250 CONNECTICUT AVENUE, N.W.
SUITE 610
WASHINGTON, D.C. 20036-2603

Ms. Betty Currie
Office of the President
The White House
1600 Pennsylvania Ave
Washington DC 20500
tel 202 456 7820

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