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THE WHITE HOUSE

WASHINGTON

December 21, 1994

MEMORANDUM FOR PETER HALE
DEPARTMENT OF COMMERCE

FROM: MARILYN DIGIACOBBI 

SUBJECT: MODERATORS AND PANELISTS FOR THE
WHITE HOUSE CONFERENCE ON TRADE AND INVESTMENT
IN CENTRAL AND EASTERN EUROPE

Attached please find the recommended list of moderators and panelists for the Conference to be held in Cleveland on January 12 and 13, 1995. As agreed upon, we have provided our comments and edits to the original list drafted by the Department of Commerce. We have also provided names of new companies in an "other" category for each panel. These are companies which we suggest you take under consideration. We then made the initial invitation call to each CEO asking him/her, on behalf of the President, to serve as a moderator or panelist for the Conference.

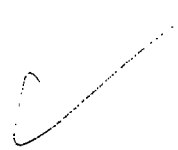
As previously agreed upon, we are returning this list to you for follow-up. Taken the difficult timeframe we have all been working under, I'm sure you understand the importance of the follow-up calls being made immediately. I recommend that the calls be made at the highest levels possible at the Department of Commerce. Secretary Ron Brown may want to make follow-up calls to those CEOs whose presence is most valuable to the success of the Conference, ie: the Plenary session participants and key workshop moderators.

As we receive information from CEOs, we will forward it to you immediately.

Please note that I will be on Holiday leave from December 24 through January 2. I will, of course, be in touch with you by telephone during this time to monitor our progress and discuss other issues.

Thank you.

cc: Assistant Secretary Charles Meissner, DOC
Alexis Herman ✓
Steve Hilton
Daniel Fried, NSC
Paul Rosenberg, DOC
Melissa Moss, DOC



WHITE HOUSE CONFERENCE ON TRADE AND INVESTMENT IN CENTRAL AND EASTERN EUROPE
Recommended Moderators and Panelists

Panel 1: Agribusiness

Moderator	John Bryan, Jr., Chairman	Sara Lee Corporation	IL	312-726-2600	left message
Panelists	Dwayne Andreas, Chairman & CEO	Archer Daniels Midland Co.	IL	217-424-5515	left message
	Ronald Burkle, Chairman & CEO	Food 4 Less Supermarkets, Inc. *	CA	909-626-8776	left message
	Arnold Langbo, CEO	Kellogg Company	MI	616-961-2000	left message
Alternates	Gerald Masi, Vice President	Ralston Purina International	MO	314-982-1000	
	Alfred Piergallini, Chair & CEO	Gerber Products Company	MI	616-928-2000	
	Peter Walsh, CEO	Pillsbury, Inc.	MN	612-330-4290	
Other	John or Forest Mars, Co-Presidents	Mars	VA	703-821-4900	
	Edwin Artzt, Chairman & CEO	Procter & Gamble	OH	513-983-1100	
	Robert Goizueta, CEO	Coca-Cola	GA	404-676-2121	
	Thomas Urban, Chairman & CEO	Pioneer Hybrid	IA	515-245-3500	

* Small or mid-size company

WHITE HOUSE CONFERENCE ON TRADE AND INVESTMENT IN CENTRAL AND EASTERN EUROPE
Recommended Moderators and Panelists

Panel 2: Energy

Moderator	John Welch, Jr., Chairman	General Electric Company	CT	203-373-2211	left message
Panelists	Edwin Lupberger, Chairman & CEO	Entergy	LA	504-529-5262	left message
	Michael Jordan, Chairman & CEO	Westinghouse Electric Corp.	PA	412-224-2000	left message
	Arthur Nislick, President	Community Energy Alternatives *	NJ	201-652-2772	left message
Alternates	Phillip Garfinkel, Chairman	Stone and Webster	NY	212-290-7500	
	Robert Vaughn, CEO	M.W. Kellogg Company	TX		
Other	Charles Corry, CEO	USX	PA	412-433-1121	
	Kenneth Derr, CEO	Chevron	CA	415-894-3232	
	Rodney Chase, President & CEO	BP America	OH	216-586-4141	
	Michael Bonsignore, Chairman & CEO	Honeywell, Inc.	MN	612-951-2297	

* Small or mid-size company

WHITE HOUSE CONFERENCE ON TRADE AND INVESTMENT IN CENTRAL AND EASTERN EUROPE
Recommended Moderators and Panelists

Panel 3: Environment

Moderator	Dean Buntrock, Chairman	Waste Management, Inc.	IL	708-572-8800	left message
	or Philip Rooney, President	Waste Management, Inc.	IL	708-572-8800	
Panelists	William Ruckelshaus, CEO	Browning Ferris Industries	TX	713-870-8100	no
	Philip Hall, Chairman	CH2M Hill Companies	CO	303-796-9001	left message
	Leslie McCraw, Chairman & CEO	Fluor Corporation	CA	714-975-2000	left message
Alternates	Hap Wagner, President	Air Products and Chemicals	PA	215-481-4911	
	George Leal, Chairman & CEO	Dames & Moore *	CA		
	Merna Hurd, President	Environmental Business Council	MA		
	John Kehoe, President & COO	Wheelabrator Technologies Inc.	NH		

* *Small or mid-size company*

WHITE HOUSE CONFERENCE ON TRADE AND INVESTMENT IN CENTRAL AND EASTERN EUROPE
Recommended Moderators and Panelists

Panel 4: Housing, Construction & Tourism

Moderator	Robert West, Chairman & CEO	Butler Manufacturing Company	MO	816-968-3203	left message
Panelists	George Lorch, Chairman & CEO	Armstrong World Industries, Inc.	PA	717-397-0611	no
	Douglas Basnett, President	Epoch Corporation *	NH	603-225-3907	left message
	John Norlander, President	Radisson Hotels International	MN	218-727-8981	left message
	Dwight Hikel, President	Shelter Systems Ltd. *	MD	410-876-3900	left message
Alternates	Chic Parsons, General Manager	Jeld-Wen, Inc. *	OR		
	Glen Himer, Chairman & CEO	Owens-Corning Fiberglas Corp.	OH	419-248-8000	
Other	Harvey Golub, CEO	American Express	NY	212-640-2000	

** Small or mid-size company*

Note: This panel is weak on supporters.

WHITE HOUSE CONFERENCE ON TRADE AND INVESTMENT IN CENTRAL AND EASTERN EUROPE
Recommended Moderators and Panelists

Panel 5: Medical and Healthcare

Moderator	Vernon Loucks, CEO	Baxter International	IL	708-948-2000	no
Panelists	Richard Gelb, Chairman & CEO	Bristol-Myers Squibb Company	NY	212-546-4000	left message
	Sue Van, CEO	Coulter Corporation	FL	305-885-0131	left message
	Ron Messenger, CEO	Paracelsus Healthcare *	CA	818-792-8600	left message
Alternates					
Other	Albert Costello, CEO	American Cyanamid	NJ	201-831-2000	
	John Stafford, Chairman & CEO	American Home Products	NY	212-878-5000	

* Small or mid-size company

Note: Recommendations from Commerce included Hospital Corp. International and Eli Lilly. Because of their opposition on healthcare, they were pulled.

WHITE HOUSE CONFERENCE ON TRADE AND INVESTMENT IN CENTRAL AND EASTERN EUROPE
Recommended Moderators and Panelists

Panel 6: Other Manufacturing

Moderator	John Murphy, Chairman & CEO	Dresser Industries	TX	214-740-6701	left message
Panelists	John McKay, Chairman & CEO	Beloit Corporation	WI	608-365-3311	left message
	John Luke, Jr., President & CEO	Westvaco Corporation	NY	212-688-5000	left message
	Elizabeth Coleman, Chairman	Maidenform, Inc.	NY	212-856-8922	no
	Ms. Coleman wants to send Dave Deutschman, Head of Exports				
Other	Leonard Hadley, CEO	Maytag	IA	515-792-8000	
	Richard Mahoney, Chairman & CEO	Monsanto	MO	314-694-1000	

* Small or mid-size company

Note: Dresser and Maidenform are the only known friends here. We need to pursue others and come up with some definition and cohesion to this "other manufacturing" category.

WHITE HOUSE CONFERENCE ON TRADE AND INVESTMENT IN CENTRAL AND EASTERN EUROPE
Recommended Moderators and Panelists

Panel 7: Telecommunications

Moderator	Andras Bonde, President	Ameritech International	IL	312-750-5000	no
Panelists	William Ferguson, CEO	NYNEX	NY	914-644-6000	left message
or	Mathew Stover, CEO	NYNEX Information Systems	MA		
	Donald Green, President	Advanced Fiber Communications *	CA	707-794-7735	yes
	Raymond Smith, CEO	Bell Atlantic Corporation	PA	215-963-6000	no
	Stanley Craft, CEO	Essex Group, Inc. *	IN	219-461-4000	no
Alternates	William Esrey, Chairman & CEO	Sprint Corporation	MO		
	Philip Odeen, CEO	BDM International	VA	703-848-5000	
	Dr. Jacobs Erwin, CEO	QUALCOMM *	CA		
Other	Richard McCormick, Chairman & CEO	US West	CO	800-879-4357	
	Lawrence Ellison, Chairman & CEO	Oracle	CA	415-506-7000	
		Microsoft	WA		

** Small or mid-size company*

WHITE HOUSE CONFERENCE ON TRADE AND INVESTMENT IN CENTRAL AND EASTERN EUROPE
Recommended Moderators and Panelists

Panel 8: Transportation

Moderator	John Snow, Chairman & CEO	CSX Corporation	VA	804-782-1400	left message
Panelists	Riley Bechtel, President & CEO	Bechtel Corp.	CA	415-768-1234	left message
	Ronald Allen, Chairman & CEO	Delta Airlines, Inc.	GA	404-765-2600	left message
	Charles Kreter, CEO	Ellicott Machine Corporation *	MD	410-837-7900	left message
	J.R. Taylor, President	Stimsonite Corporation	IL	708-647-7717	left message
Alternates	Royce Kershaw, President & CEO	Kershaw Manufacturing Company *	AL		
	Jack Rizzo, Vice President	Perini Corporation	MA	508-875-6171	
Other	Philip Stout	Stout Rail			

* Small or mid-size company

WHITE HOUSE CONFERENCE ON TRADE AND INVESTMENT IN CENTRAL AND EASTERN EUROPE
Recommended Moderators and Panelists

PLENARY

Moderator	Reuben Mark, Chairman & CEO	Colgate-Palmolive Company	NY	212-310-2000	left message
	or John Smith, Jr., CEO	General Motors Corporation	MI	313-556-5000	
Panelists	William Davidson, CEO	Guardian Industries Corp.	MI	313-347-0100	left message
	Joe Gorman, Chairman & CEO	TRW	OH	216-291-7000	left message
	Robert Burt, Chairman & CEO	FMC Corporation	IL	312-861-6000	left message
Alternates	William Ferguson, CEO	NYNEX	NY	914-644-6000	

* *Small or mid-size company*

Note: It is important to make sure there is a good OHIO company on this panel.