

FOIA MARKER

This is not a textual record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

Collection/Record Group: Clinton Presidential Records
Subgroup/Office of Origin: Council on Environmental Quality
Series/Staff Member: Kathleen (Katie) McGinty
Subseries:

OA/ID Number: 2612
FolderID:

Folder Title:
Tongass National Forest

Stack:	Row:	Section:	Shelf:	Position:
S	61	5	6	1



ENVIRONOMICS

February 12, 1993

Kathryn Troll
9226 Long Run Dr.
Juneau, Alaska 99801
(907) 789-5117
(907) 789-5118 fax

Kathleen McGinty
White House Office of Environmental Policy
1300 Pennsylvania Avenue
Washington, D.C. 20510

Dear Ms. McGinty;

Weaving together economic and environmental benefits, was a successful strategy in getting Congress to address the poor forest management practices occurring within the Tongass National Forest, America's largest rainforest. While Congress got the message, the Forest Service leadership remains tuned into timber quotas. This is disconcerting for many reasons. But on a broad policy level, it is particularly disconcerting for a major resource agency to be stuck in the quota mentality of the old school of forestry. As you know, times are changing. The challenge of the 21st Century will be to meld environmental and economic concerns together in such a way that we use appropriate market place economics to solve environmental dilemmas and we concurrently recognize the long term economic benefits of environmental alternatives. I call this approach seeking the "environomic" solution. Is not this approach part of the mission of the new Office of Environmental Policy? If so I would like to meet with you to discuss specific examples where this approach has worked, such as Tongass Timber Reform Act, and where it could be further applied to effect 'in the field' reform of forest practices.

I know that I could be of service to you as you chart a course of policy direction and action for the Office of Environmental Policy. The last four years I have been in a leadership position for Alaska's seafood industry; an industry that provides 33,000 year round jobs and is totally dependent on clean water and healthy coastal habitats. Particularly in Alaska, the seafood industry exemplifies an industry striving for that environomic balance. I also have a Masters in Natural Resource Management from Yale School of Forestry and Environmental Studies. I seek no job; no special interest favor; I seek only a motivated listener in the right place.

I will be coming to Washington D. C. Feb. 21 - Feb. 26 to participate in a National Fisheries Policy Conference. If possible I would like an appointment with you any time this week. I know this is a busy time for you; but it is the only time I will be in the area this year. Should you have a few minutes in your schedule, please contact Deming Cowles, my Washington D.C. liaison, at (202) 333-1617. Should you desire more information about the National Fisheries Policy Conference, Deming Cowles is also the contact person. His fax number is (202) 342-5703.

As you know, it is time to promote the linkage, not the polarization, of the economy and the environment. To this end I have a drafted a short paper which I enclose for you.

Sincerely yours,

Kathryn A. Troll

DRAFT

DRAFT



TIME FOR THE CLINTON ADMINISTRATION TO CAST AN "ENVIRONOMIC" VISION

In making the transition from campaigning to governing the new administration has many themes to deliver on. Generally, Clinton did not have a problem with the "vision thing" during the campaign. Consequently, many themes of 'change' are now being considered for major policy initiatives. But there is one important vision that is just now beginning to emerge and that is how to meld his economic recovery plans with greater environmental protections. Where is the unified vision of Clinton's number one priority and Gore's passionate concern for protecting the environment? After all, we all want to leave the next generation with prospects for a job and a healthy environment for raising a family.

The challenge of the 21st Century will be to meld environmental and economic concerns together in such a way that we use market place economic to solve environmental dilemmas, and we concurrently recognize the long term economic benefits of environmental alternatives. I call this approach seeking the "environomic" solution. If we re-evaluate resource development issues with an "environomic" vision, America could make major progress on both the economic and environmental agendas of the new administration.

Use of natural resources has always been the true economy of our richly endowed nation. Not only is wise, balanced use the core of creating a sustainable economy, but "coporate environmentalism" is proving to be good business. "Throughout America, in businesses as diverse as industrial equipment manufacturing, power generation, professional services, even restaurants and dry cleaning, management is learning that it can reap major financial benefits by going beyond compliance with environmental regulations to take strong initiatives in pollution and waste prevention, conservation of energy and resource and environmental protection." ("The Profit In Preserving Amercia", Forbes, Nov. 11, 1991) Many companies have realized that coporate environmentalism is more than good public relations. Rather than add greater costs at the end of the line, corporations are now realizing that weaving environmental considerations into their decison-making processes at the start of all marketing, finance, production, distribution and strategic planning puts them money ahead. Conveniently, it puts the environement ahead too.

While this environomic intergration is occurring in some segments of corporate America, there still is an overwhelming need for Presidential leadership to stem the forces of polarity. Particularly in the West, there are major grassroots movements and special interest groups set on driving a wedge between environmental and economic concerns. These movements are propelled by divisive issues like the Northern spotted owl. On this issue, President Clinton has called for a "forest summit" at which timber interests, loggers and environmentalists could hammer out a compromise. (Wall Street Journal, Nov. 6, 1992) But the President must do more than call for a summit, he must articulate a clear national "environomic" vision, or such summits will be dealt the same fate as other previously attempted summits. . . lead only to further polarization.

As more and more "spotted owl" issues surface, a major debate is unfolding in America. It is the debate about our future. Are we trying to save Nature from people or for people? Can we afford to save Nature for Nature? Such fundamental questions must be answered by a national

DRAFT

environomic vision that recognizes the ever increasing interdependencies of Man and Nature. Our economic engine is fueled by the multiplicity of natural resources whose renewability and replenishment is now contingent on the actions of man. The progress of Western civilization has now made Nature beholding to Man. And Man has always been and will continue to be beholding to Nature. The cycle has come full circle and we are in the middle of it; not on one side or the other.

The days of chosing between the environment and economy are gone; we no longer have that luxury. But you would never know it by the popular rhetoric of special interest groups. Here is a sample of the polarity:

[INSERT QUOTES FROM RESOURCE DEVELOPMENT CONFERENCE -
WISE USE MOVEMENT AND PEOPLE FOR THE WEST]

Amidst all this negativity there are opportunities of hope that suggest that these forces of polarity can be overcome. A September 22, 1992 poll for TIME/CNN showed that more people believe that environmental regulation will strengthen the economy in the long run rather than weaken the economy. Dennis Hayes, a major national environmental leader who helped organized the first Earth Day, contends that that the environmental movement has been enormously successful in saying 'no', and now it is time to find ways of saying 'yes': ("Daddy Greenbucks" Seattle Weekly Jan. 20, 1993) On the other side, Michael S. Porter of the Harvard Business School reveals that compliance with environmental regulations seems to improve a company's strength against forerign rivals. ("The Profit In Preserving Amercia", Forbes, Nov. 11, 1991)

It is time to promote the linkage, not the polarization of the economy versus the environment. Let's look a little deeper into the resource issues and appeal to the majority, who want to keep their job and raise a family in a clean and healthy environment. I appeal to your common sense, to start changing the national view of our remaining natural resources from a battleground for major, environmental/development issues to a breaking ground for "environomic" balanced solutions.

①

~~House~~
Manager, White, Environmental Office
The White House
Washington, D.C.

Dear Madame:

This is in response to an article about you which failed to give your name. The article was in The Valley (in S. Texas) Morning Star last week, and quoted Mike Deland as indicating that though you're now in charge of the environmental situation, you in effect have very little "clout", being several ranks down the ladder, or words to that effect. This makes no great difference to me, for I know it's unimportant people & like you and ~~me~~ who defeated Mike's boss, no?

I'm an unemployed electronics & communications engineer now living in a homeless shelter in Brownsville, TX. I could wind up here for a long time, for though I've received a job offer I'm unable to muster money for my first month's rent. I'm told the local salvation army is now unable to provide these funds, even as a loan. Will know better tomorrow.

However, that's beside the point and is presented mainly just to illustrate for you how insignificant I am.

(over)

(2)

My main reason for writing is to suggest some ideas regarding environment that I've been thinking about for over 2 years, and are as follows:

Air Pollution Reduction - Internal Combustion Engines is main culprit. We need an electric car driven by a fuel cell ($\approx 95\%$ efficient) which burns air and methyl alcohol, for example. Many other possibilities - DOE has exhaustive fuel cell data on many kinds, I'm sure. We can then have big comfortable cars again with more power & less noise & pollution. Detroit will surely fight it because they'll have to scrap their automated engine plants, most likely. Petroleum may also fight it, though I understand very methyl alcohol is ^{quite} inexpensive to make. Its lower energy density is offset by the much higher efficiency of the fuel cell. Allied-Chalmers built a fuel cell powered tractor in the 50's which proved the ruggedness of the ^{cells} ~~cells~~. A few storage batteries will also be needed in a fuel cell powered car to accommodate rapid accelerations. I learned about fuel cells during the 60's while designing communications and electronics for the lunar excursion module (LEM) as a part of a NASA study contract to LTV Astronautics Div. entitled "Lunar Orbital Rendezvous".

A whole new different kind of car industry here - more, less maintenance - many, many jobs. A.A.

Water Pollution Reduction - Pollution Standards should be directed at determining departures from "natural purity", which I define to mean the purity that would be encountered in the absence of ^{man-made} pollution of any kind. Specific ingredients in the water need not be specified, but it would naturally

polluted product should not be sold across the public food.

be important to determine what any pollutants are in order to track down their source. Streams should be automatically monitored for expected contaminants using low cost sensors and multiplex data bus technology for collecting the information rapidly. Speed is important in order to detect sudden spills, dumps, etc. Here we have the making of a big industry which should create a lot of meaningful jobs, including engineering jobs.

Trash Reduction - Many uses can be found for waste paper besides more news paper. Surely the quality of recycled paper can be greatly improved at little additional cost. Cardboard can be converted into light strong blocks of wood like material through addition of relatively inexpensive bonding agents. The container industry needs to be re-thought with studies directed at reducing the amount of packaging materials presently used. Bulk products sales need to be encouraged, if not by legislation then by subsidy, perhaps. Likewise sorting & recycling materials normally in trash need to be strongly encouraged again perhaps with aid of government subsidies or other incentives. Here are the makings of several big future industries and associated useful jobs.

This concludes my recommendations in a nutshell. Now just so that you may realize that what I've had to say here is expert opinion, let me point out my credentials:

(over)

I got my bachelor's degree in electrical engineering in 1954 from MIT and my master's in same from SMU in 1956. Did all PhD coursework (but nothing else) at UCLA from 1957-60. I have 37 years of solid professional experience.

How, you may ask, does an MIT graduate wind up in a homeless shelter? First by being driven into bankruptcy through 2 rounds of unemployment amounting to a total of 28 months. Second by leaving my professorship at the U. of Guanajuato's School of Engineering in Salamanca, Co.T.O., Mexico in favor of greater opportunity here in the U.S. plus less chance of getting financially "trapped" in Mexico with the very low paying teaching job I had. Now it turns out I'm somewhat trapped here, but at least it's on my home ground where it's much easier to weather such a financial storm.

I can't claim much intelligence as regards the conduct of my own personal affairs, as should be obvious to anyone. Not only am I a poor financial manager when it comes to scrimping, I probably have stepped on the toes of someone fairly important more than once. Since I've always been rather unimportant, such carelessness on my part has ~~prob-prob~~ probably been foolhardy if not downright reckless, I imagine, at least at times.

Now I'm actively seeking work for an employer who can pay my travel and relocation expenses, which should amount to no more than \$800 from here to Washington, DC, for example.

Normally I've typed my letters on my PC, which I had to sell in Mexico. Likewise, all the other niceties I've go to make a fine looking front here had to be omitted from this letter in the name of economy and convenience. I sorry to say, but about all that's left here is content, when in many cases today leaves very little work considering, I'm off afraid, especially as regards unimportant correspondence such as this.

For what it's worth, I'm a registered democrat in Panama City, FL. I asked them to send ^{me} ~~my~~ a ballot (absentee) so I could vote for Clinton and other progressive candidates, but they never sent me one - I suppose because I'm so unimportant.

Hops this comments & suggestions are helpful.

Yours truly,

Jimmy L. Perry

Terry L. Perry
% Joa Tanakoyas
519 Bella Ave.
San Rafael, CA 94901

Manager, Environmental Office
The White House
Washington, DC

↑ No access to ZIP
Code here

PHOTOCOPY
PRESERVATION

Name	Date
Peter Kunkel	9/8/99

Counsel