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THE WHITE HOUSE

WASHINGTON

December 15, 1993

MEMORANDUM FOR: DISTRIBUTION

FROM: MARC CHUPKA *Marc W. Chupka*

SUBJECT: DEC. 17 CLIMATE CHANGE ACTION PLAN
IMPLEMENTATION MEETING

Many of you are already hard at work on implementing the various pieces of the Climate Change Action Plan, and have generated a lot of enthusiasm for these initiatives. To ensure effective coordination among agencies, we need to set up a framework for communicating with each other on progress and pitfalls as we proceed. The first step in this organizational process will be a meeting this Friday, December 17, from 9:30AM to 11:00AM, in Room 476, Old Executive Office Building, at which we will discuss the items listed below. As you know, the Spring Conference in April 1994 is our first big milestone, and we want to have good progress to report on the programs for this public event. Please call Jessica Hirst (456-6456) with your date of birth so we can insure access to the OEOPB.

Agenda:

1. Present and discuss draft organizational structure
 - committees and working groups
 - Steering Committee to meet each month
2. Progress reports from agencies (brief 5-10 minute update)
 - budget
 - programs
 - personnel
 - legislative activities
 - politics
3. Spring Conference

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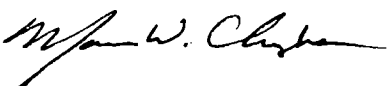
T.J. Glauthier
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THE WHITE HOUSE

WASHINGTON

October 28, 1993

MEMORANDUM FOR DISTRIBUTION
FROM CATHY ZOI 
SUBJECT CLIMATE CHANGE ACTION PLAN
 IMPLEMENTATION KICK-OFF

Congratulations to all who worked so hard to develop and produce the Climate Change Action Plan. Now that the Action Plan has been announced, we all have the challenging responsibility to implement the initiatives set forth. In this next phase of the process interagency cooperation and coordination will continue to be essential for our success in achieving emissions reduction goals.

With that in mind, I would like to discuss some ideas with you and others who will be instrumental in the implementation effort. Your scheduling assistants have penciled in a meeting for **Monday, November 1 from 3-4:00PM in Room 360, Old Executive Office Building**, and I hope you will be able to attend.

My idea is to hold a large kick-off meeting with you and all of your staff who will be actively involved in implementing these programs. This invitation applies to junior staff as well as senior staff, as this effort will require effort from all levels of your agency. I want to make sure we convey to all staff that this effort is a high priority in the White House. I would like to use this meeting to stimulate enthusiasm among staff, to offer a general outline of what is to come, and to empower each and every staff member to run with their good ideas so that progress can be demonstrated in the very near future. We have requested an auditorium for the meeting, **Room 450 in the Old Executive Office Building from 4:00-5:30PM on Tuesday, November 9**. Please fax Jessica Hirst at 456-2710 with names and dates of birth of attendees by close of business Friday, November 5 so that we can make the necessary arrangements. If you have any questions, please feel free to call me at 456-6224, or have your assistant call Jessica Hirst at the same number.

I look forward to seeing you on Monday.

Distribution

Mary Nichols attn: Janine
Karl Hausker attn: Doris

Sue Tierney	attn: Dawn
Peter Fox-Penner	attn: Lorraine
Mortimer Downey	attn: Barbara
James Lyons	attn: Margaret
Rafe Pomerance	

To: Dirk Forrister
From: Marc & Jessica



Fax 586-7644
ENJOY (max...)

October 22, 1993

MEMORANDUM TO THE PRESIDENT AND VICE PRESIDENT

FROM: Katie McGinty
Marc Chupka

SUBJECT: Option 39 in Action Plan

Methane emissions from ruminants (farm animals) is a **very serious** topic, despite what you may have heard. We had our staff rustle up some information to counter some of the bull on this gas that passes for fact in some quarters. This memo just grazes the surface -- we want to steer you straight but don't want to milk the issue.

- 1) Climate change is a significant threat -- the steaks are high.
- 2) Animal productivity research spending is not pork -- it has significant benefits for farmers and the environment.
- 3) Livestock producers will not brand you as an environmental zealot for promoting this research -- the programs help them improve productivity and save money. No need to be sheepish on this program, which has a wide range of benefits.
- 4) The beef industry is moving to reduce fat content, which reduces emissions. For example, McDonald's now offers the McLean Burger. According to internal corporate memos, the original name -- McMethane -- did not do well in focus groups.
- 5) The dairy industry won't cream us either, although we've just skimmed their press releases.
- 6) The Secretary of Commerce was asked recently how the Action Plan could quickly reduce methane emissions. At least we think that was the topic when the reporter asked: "How now, Brown -- Cows?"

We hope that this memo helps. If you need more information as you ruminate on this, feel free to get on the horn and call us at x6224.

Serious Attachments