

THE WHITE HOUSE

WASHINGTON

May 21, 1999

Mr. Dick Huber
Chairman, President & CEO
Aetna, Inc.
151 Farmington Ave.,
Hartford, CT 06156

Dear Mr. Huber:

Thank you for helping to make last Tuesday's roundtable on New Markets such a tremendous success. The President and I were very appreciative of the time you took out of your schedule to spend an entire day talking and thinking with us about America's economically underserved communities.

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

On this trip, the President plans to travel with CEOs and a bipartisan delegation of members of Congress. Specifically, he hopes to focus on new and expanded efforts that companies like yours are undertaking in these underserved areas of the country.

The types of things that the President hopes to highlight are:

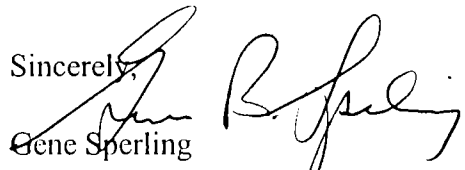
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- New investments in Community Development Banks or in Empowerment Zones
- New investments in Small Business Investment Companies (SBICs), especially the LMI SBICs that target low- and moderate-income communities
- New workforce efforts that are focused on economic development

If you are creating or expanding your efforts in any of these areas, or if you have other ideas or are working in other ways to expand economic development in our nation's underserved urban

and rural areas, please let us know – we would be very interested in making you a part of our announcements. We need your ideas and your assistance – especially over the next several weeks – to make this trip a success.

Please feel free to call me at (202) 456-2807 to discuss this further or to call Cheri Carter in the Office of Business Liaison at the White House at (202) 456-2682.

Sincerely,



Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

I thought your comments in the meeting provided a real spark. We got your letter on Hartford and we'll consider it. What will be key for us is where we can announce new or expanded commitments to show we are making progress. I'm happy to talk anytime. Thanks,

THE WHITE HOUSE
WASHINGTON

May 19, 1999

Mr. James Kelly
Chairman & CEO
United Parcel Service of America
55 Glenlake Parkway
Atlanta, Georgia 30328

Dear Mr. Kelly,

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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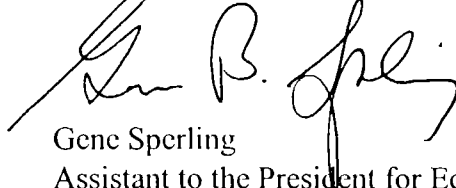
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

I know you've already shown a lot of leadership for us on these issues, but if you have other ideas for how to announce new or expanded efforts -- including on the training and workforce side -- I'd love to talk anytime. Thanks,

THE WHITE HOUSE
WASHINGTON

May 18, 1999

Mr. Charles Gifford
Chairman & Chief Executive Officer
Bank Boston
100 Federal Street
Boston, Massachusetts 02110

Dear Mr. Gifford:

Thank you for helping to make last Tuesday's roundtable on New Markets such a tremendous success. The President and I were very appreciative of the time you took out of your schedule to spend an entire day talking and thinking with us about America's economically underserved communities.

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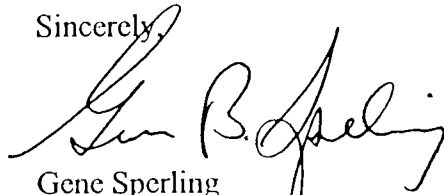
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Gene B. Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

THE WHITE HOUSE
WASHINGTON

May 18, 1999

Mr. Sy Sternberg
Chairman, President & CEO
New York Life Insurance Company
51 Madison Avenue
New York, New York 10010

Dear Mr. Sternberg:

Thank you for helping to make last Tuesday's roundtable on New Markets such a tremendous success. The President and I were very appreciative of the time you took out of your schedule to spend an entire day talking and thinking with us about America's economically underserved communities.

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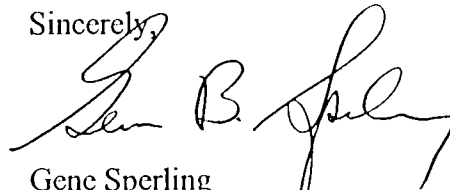
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Sincerely,



Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Sy:

I enjoyed our conversation. We are working on the project we discussed and hope to talk with you about it in the near future. Let me know what else could be done.



THE WHITE HOUSE
WASHINGTON

May 18, 1999

Mr. Leo Mullin
President & CEO
Delta Air Lines, Inc.
1050 Delta Boulevard
Atlanta, Georgia 30320

Dear Mr. Mullin:

Thank you for helping to make last Tuesday's roundtable on New Markets such a tremendous success. The President and I were very appreciative of the time you took out of your schedule to spend an entire day talking and thinking with us about America's economically underserved communities.

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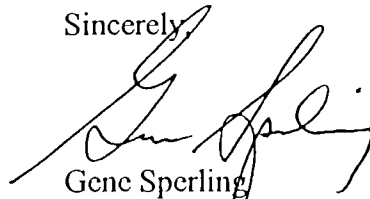
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Sincerely,



Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Thanks for your participation at both
the meeting and the trip. Please let me know
what else you might have for July and beyond.
We really appreciate any thoughts you might have. Thanks.

THE WHITE HOUSE

WASHINGTON

May 18, 1999

Mr. Franklin Raines
Chairman & CEO
Fannie Mae
3900 Wisconsin Avenue, NW
Washington, DC 20016-2892

Dear Mr. Raines: 

Thank you for helping to make last Tuesday's roundtable on New Markets such a tremendous success. The President and I were very appreciative of the time you took out of your schedule to spend an entire day talking and thinking with us about America's economically underserved communities.

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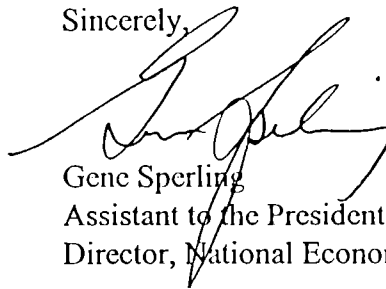
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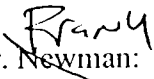
Assistant to the President for Economic Policy and
Director, National Economic Council

I'll call you about the ideas we discussed.
I'm also really interested in any ideas you have
regarding how we can generate other new commitments
and efforts for this July trip. Look forward to
talking to you soon. Sorry you had to miss the
Spp fight this year. Seemed like a lot of fun.

THE WHITE HOUSE
WASHINGTON

May 18, 1999

Mr. Frank Newman
Chairman & CEO
Bankers Trust Company
130 Liberty Street
New York, New York 10006

Dear Mr.  Newman:

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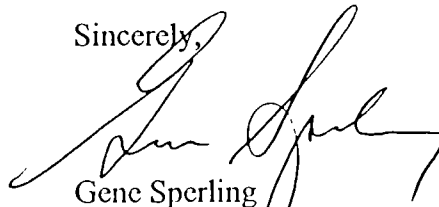
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Thanks for coming. It was great working
with you again. I'd really like to hear any
ideas you might have on how to move the ball
forward on energizing new efforts. Let me know. Thanks

THE WHITE HOUSE
WASHINGTON

May 18, 1999

Mr. Maceo Sloan
Chairman, President & CEO
Sloan Financial Group
103 West Main Street
Durham, North Carolina 27701

Dear Mr. ~~Sloan~~ ^{Maceo}:

Thank you for helping to make last Tuesday's roundtable on New Markets such a tremendous success. The President and I were very appreciative of the time you took out of your schedule to spend an entire day talking and thinking with us about America's economically underserved communities.

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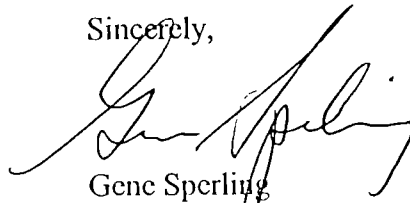
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Sincerely,



Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

Thanks for coming to the meeting and
the trip to Atlanta. Let me know your
thoughts for keeping the bill moving forward. Thank

THE WHITE HOUSE
WASHINGTON

May 19, 1999

Mr. William Steere
Chairman & CEO
Pfizer, Inc.
235 East 42nd Street, 23rd Floor
New York, New York 10017-5755

Dear Mr. Steere,

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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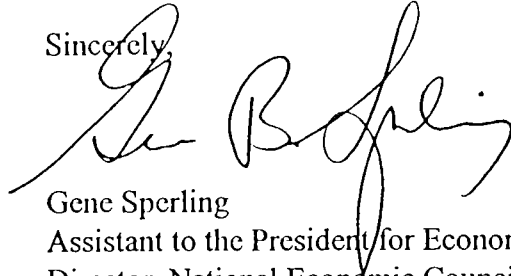
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Please contact us about any ideas
or interest you have. Thanks.

THE WHITE HOUSE
WASHINGTON

May 19, 1999

Mr. John Snow
Chairman, President & CEO
CSX Corporation
One James Center, 901 East Cary Street
Richmond, Virginia 23219

Dear Mr. Snow,

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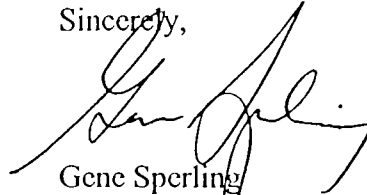
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

I'd really love to hear any ideas
you have. I believe this has the potential to
be an important event. Thanks,

THE WHITE HOUSE
WASHINGTON

May 19, 1999

Mr. John Smith
CEO & President
General Motors Corporation
100 Renaissance Center
Detroit, Michigan 48265

Dear Mr. Smith,

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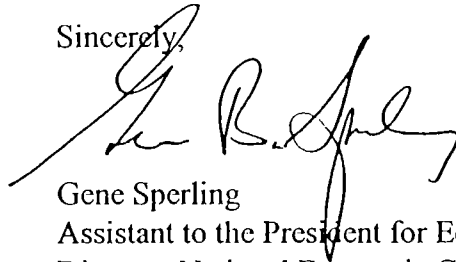
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

This is the trip I discussed with you
earlier this year. Please let me know if you
have any ideas concerning GMI's involvement. Thanks.

THE WHITE HOUSE
WASHINGTON

May 19, 1999

Mr. Richard Notebaert
Chairman & CEO
Ameritech
30 South Wacker Drive, Floor 38
Chicago, Illinois 60606

Dear Mr. Notebaert,

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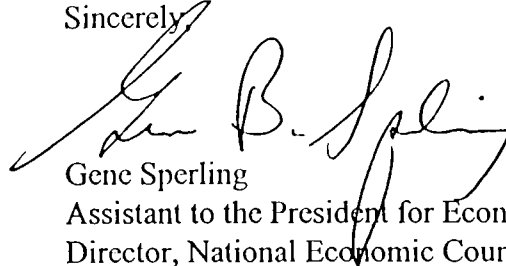
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Assistant to the President for Economic Policy and
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I'd like to talk to you as soon as possible about whether some of the efforts you are working on could be part of this effort.

THE WHITE HOUSE
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May 19, 1999

Mr. Dana Mead
Chairman & CEO
Tenneco
1275 King Street
Greenwich, Connecticut 06831

Dear Mr. Mead,

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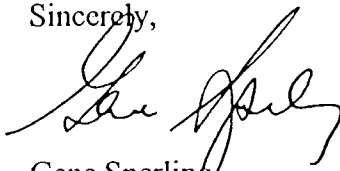
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- New workforce efforts that are focused on economic development

If you are creating or expanding your efforts in any of these areas, or if you have other ideas or are working in other ways to expand economic development in our nation's underserved urban and rural areas, please let us know – we would be very interested in making you a part of our

announcements. We need your ideas and your assistance – especially over the next several weeks – to make this trip a success.

Please feel free to call me at (202) 456-2807 to discuss this further or to call Cheri Carter in the Office of Business Liaison at the White House at (202) 456-2682.

Sincerely,

A handwritten signature in black ink, appearing to read "Gene Sperling", written over the printed name.

Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

I'd really like to talk as soon as possible.
This could be a great opportunity for the BRT
~~to~~ and The President and Congressional Republicans & Democrats
to show a bipartisan commitment to economic
opportunity in economically disadvantaged areas. Hope
to talk soon. Thanks.

THE WHITE HOUSE
WASHINGTON

May 19, 1999

Mr. David Komansky
Chairman, President & CEO
Merrill Lynch & Company, Inc.
North Tower, World Financial Center
New York, New York 10281-3681

Dear Mr. Komansky,

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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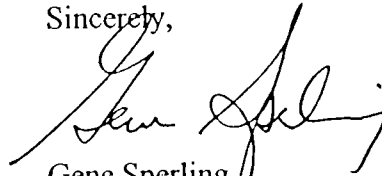
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Sincerely,

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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

I'd like to talk with you about any ideas you have. Clearly, you have some model examples. I'd be interested if you have ideas for expanded efforts that could be highlighted on the President's trip.

THE WHITE HOUSE
WASHINGTON

May 19, 1999

Mr. Robert Eaton
Co-Chairman
Daimler Chrysler
1000 Chrysler Drive CIMS 485-15-30
Auburn Hills, Michigan 48326

Dear Mr. Eaton,

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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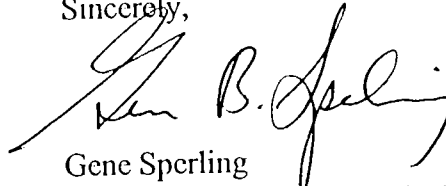
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Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

I know you have many examples of efforts
that would fit into this effort. I'd love to
hear any ideas you might have on expanded
or new efforts that could be part of a
joint mobilization. Thanks.

THE WHITE HOUSE
WASHINGTON

May 19, 1999

Mr. Philip Condit
Chairman & CEO
The Boeing Company
7755 E. Marginal Way South, MS 10-10
Seattle, Washington 98108

Dear Mr.  Condit,

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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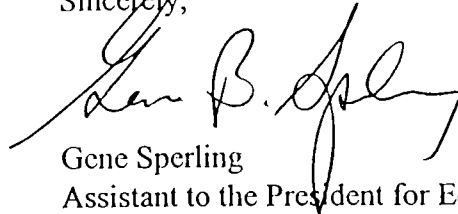
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

I'd like to talk with you on both this
and China 2070. On the New Markets initiative, this
is an expansion of the type of efforts we were discussing
at Jackson's La Salle Street Project. I'd love to hear
what ideas you might have as to how Boen could be part
of this effort. Thanks.

THE WHITE HOUSE
WASHINGTON

May 19, 1999

Mr. John McCoy
Chairman & CEO
Banc One Corporation
100 East Broad Street
Columbus, Ohio 43215

Dear Mr. McCoy,

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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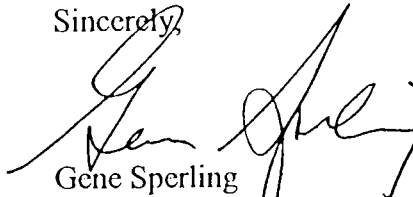
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

I'd love to talk with you or a representative
about how Banc One could be part of this initiative.
Thanks.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Howard Schultz
CEO
Starbucks Coffee Company
2401 Utah Avenue South, Eighth Floor
Seattle, WA 98124

Dear Mr. Schultz:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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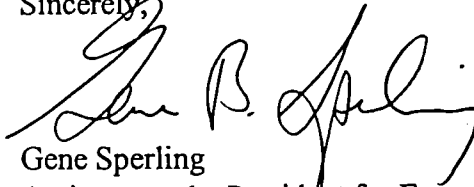
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Please feel free to call me at (202) 456-2807 to discuss this further or to call Jay Dunn in the Office of Business Liaison at the White House at (202) 456-7702.

Sincerely,



Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

I know you have shown so much leadership
in these areas. I would love to discuss any
ideas you have for your involvement.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Lee Raymond
CEO
Exxon
5959 Las Colinas Blvd
Irving, TX 750391

Dear Mr. Raymond:

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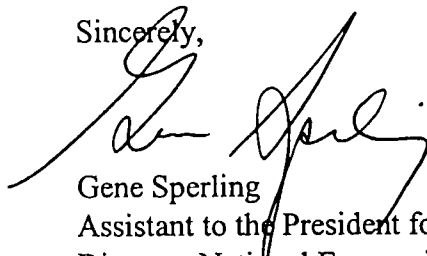
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Thanks for any (help).

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Philip Purcell
CEO
Morgan Stanley Dean Witter
1585 Broadway
New York, NY 10036

Dear Mr. Purcell:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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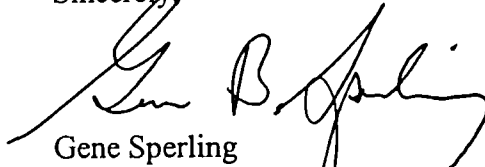
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Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

Thanks for any thoughts or ideas.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Louis Gerstner
CEO
International Business Machines
New Orchard Road
Armonk, NY 10504

Dear Mr. Gerstner:

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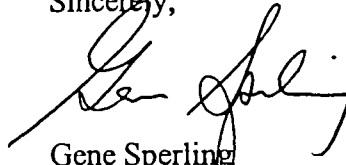
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

I know you are always active in areas like this, and would love to talk about any ideas you have for this effort.

THE WHITE HOUSE

WASHINGTON

June 4, 1999

Mr. Robert Ulrich
CEO
Dayton Hudson
777 Nicollet Mall
Minneapolis, MN 55402

Dear Mr. Ulrich:

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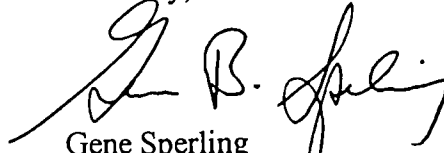
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Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

I know you have shown great leadership in many of these areas -- and would love to talk with you or your staff on ideas for the trip or overall effort. Thanks,

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. James Oesterreicher
CEO
J.C. Penny
6501 Legacy Drive
Plano, TX 75024

Dear Mr. Oesterreicher:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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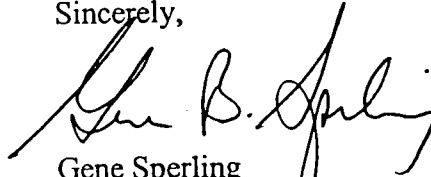
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Please let us know if you have any
ideas or thoughts for this effort. Thanks

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Arthur Martinez
CEO
Sears Roebuck
3333 Beverly Road
Hoffman Estates, IL 60179

Dear Mr. Martinez:

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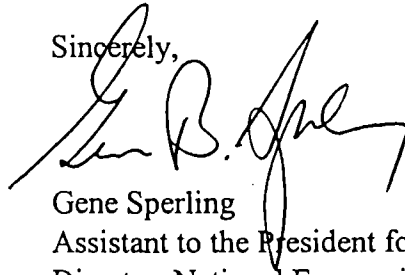
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Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

We'd love to talk about any ideas or
efforts that you'll be making that could be
part of this overall effort. Thanks.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. C.O. Holiday
CEO
E.I. du Pont de Nemours
1007 Market Street
Wilmington, DE 19898

Dear Mr. Holiday:

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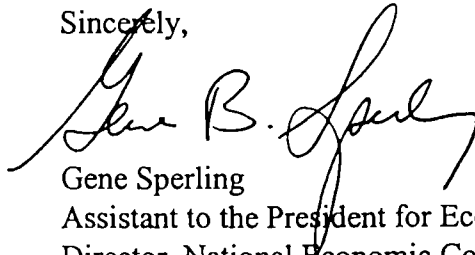
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Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

Please let us know any ideas you may
have that could work with this overall effort. Thanks.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Durk Jager
CEO
Procter & Gamble
1 P&G Plaza
Cincinnati, OH 45202

Dear Mr. Jager:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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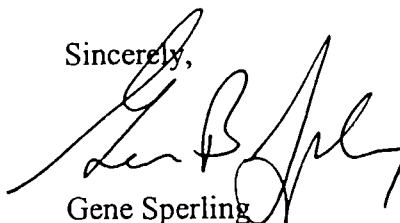
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- New investments in Small Business Investment Companies (SBICs), especially the LMI SBICs that target low- and moderate-income communities
- New workforce efforts that are focused on economic development

If you are creating or expanding your efforts in any of these areas, or if you have other ideas or are working in other ways to expand economic development in our nation's underserved urban and rural areas, please let us know – we would be very interested in making you a part of our announcements. We need your ideas and your assistance – especially over the next several weeks – to make this trip a success.

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Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

We know you've had several efforts in this area. We'd love to talk about any additional ideas or efforts that you have that could fit into this trip or the overall New Markets initiative. Thanks.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. John Biggs
CEO
TIAA-CREF
730 Third Avenue
New York, NY 10017

Dear Mr. Biggs:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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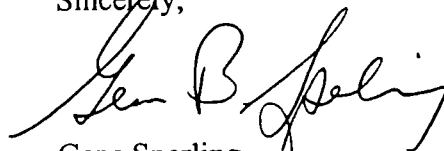
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Please let us know any ideas or thoughts you
have for this overall effort. Thanks.

THE WHITE HOUSE

WASHINGTON

June 4, 1999

Mr. Vance Coffman
CEO
Lockheed Martin
6801 Rockledge Dr.
Bethesda, MD 20817

Dear Mr. Coffman:

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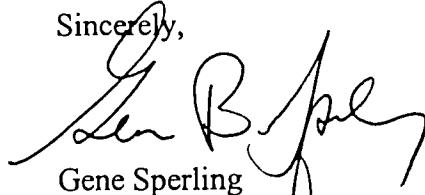
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Please let us know if you have any efforts
or ideas that could be part of this initiative.
Thanks.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Edward Liddy
CEO
Allstate
2775 Sanders Road
Northbrook, IL 60062

Dear Mr. Liddy:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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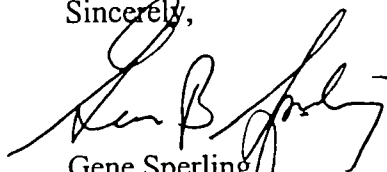
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Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

Please let us know any ideas or thoughts
you have that could work with this
initiative. Thanks.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. George David
CEO
United Technologies
1 Financial Plaza
Hartford, CT 06101

Dear Mr. David:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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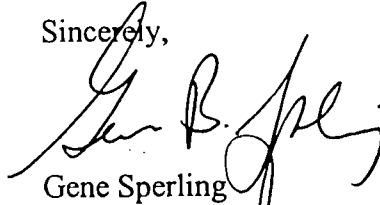
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Hope you are well. I would love to talk to
you about any ideas you have or any efforts
that you feel could be part of this initiative.
Thanks.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Floyd Hall
CEO
Kmart
3100 West Big Beaver Road
Troy, MI 48084

Dear Mr. Hall:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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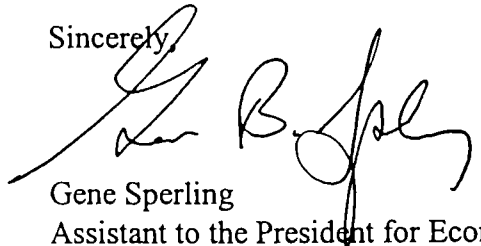
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Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

W'd love to talk about how any of
your efforts or location decisions could fit
into this initiative. Please get in touch if you
have any questions at all. Thanks.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Lewis Platt
CEO
Hewlett-Packard
3000 Hanover Street
Palo Alto, CA 94304

Dear Mr. Platt:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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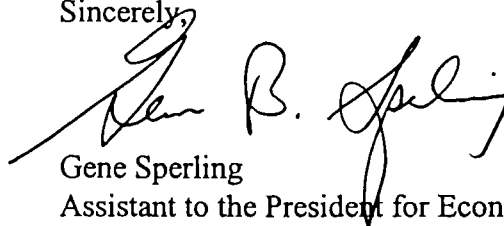
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Peter Bijur
CEO
Texaco
2000 Westchester Avenue
White Plains, NY 10650

Dear Mr. Bijur:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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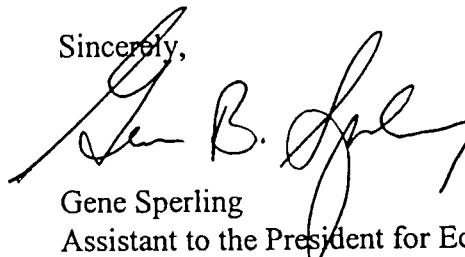
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Please let me know any ideas or thoughts
you have on this effort. Thanks.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Lucio Noto
CEO
Mobil
3225 Gallows Road
Fairfax, VA 22037

Dear Mr. Noto:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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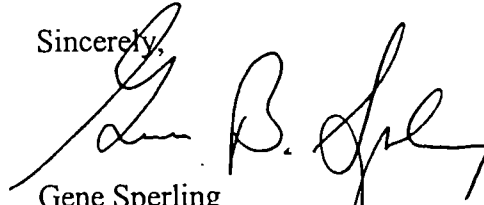
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Sincerely,



Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

Thank you for any ideas or thoughts.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Richard McGinn
CEO
Lucent Technologies
600 Mountain Avenue
Murray Hill, NJ 07974-0636

Dear Mr. McGinn:

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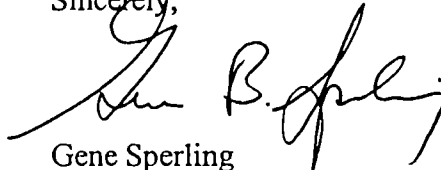
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Please let us know any ideas you might
have for this effort. Thank,

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Charles Lee
CEO
GTE
1255 Corporate Drive
Irving, TX 75038

Dear Mr. Lee:

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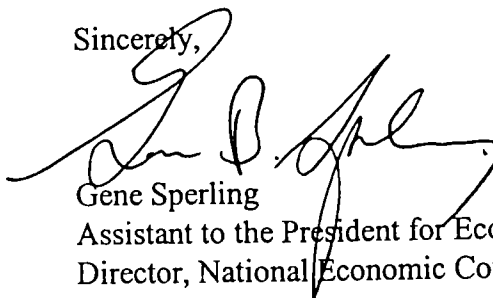
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Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

Thanks for any ideas or thoughts
you have for this effort.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Christopher Galvin
CEO
Motorola
1303 E. Algonquin
Schaumburg, IL 60196

Dear Mr. Galvin:

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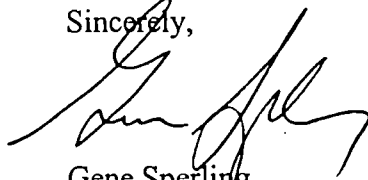
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Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

I look forward to seeing you next week.
I hope we can talk about New Market, in that
meeting as well as China and the other issues of
mutual concern.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Kenneth Lay
CEO
Enron
1400 Smith St
Houston, TX 77002

Dear Mr. Lay:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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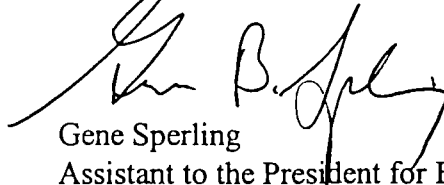
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Director, National Economic Council

Hope all is well. Please let me know if
you have any ideas or thoughts on this effort.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Bruce Rohde
CEO
ConAgra
1 ConAgra Drive
Omaha, NE 68102

Dear Mr. Rohde:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

On this trip, the President plans to travel with CEOs and a bipartisan delegation of members of Congress. Specifically, he hopes to focus on new and expanded efforts that companies like yours are undertaking in these underserved areas of the country.

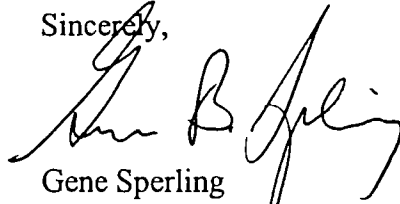
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- New investments in Community Development Banks or in Empowerment Zones
- New investments in Small Business Investment Companies (SBICs), especially the LMI SBICs that target low- and moderate-income communities
- New workforce efforts that are focused on economic development

If you are creating or expanding your efforts in any of these areas, or if you have other ideas or are working in other ways to expand economic development in our nation's underserved urban and rural areas, please let us know – we would be very interested in making you a part of our announcements. We need your ideas and your assistance – especially over the next several weeks – to make this trip a success.

Please feel free to call me at (202) 456-2807 to discuss this further or to call Jay Dunn in the Office of Business Liaison at the White House at (202) 456-7702.

Sincerely,

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Gene Sperling

Assistant to the President for Economic Policy and
Director, National Economic Council

Thank for my thoughts or ideas.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. James Sinegal
CEO
Costco
999 Lake Drive
Issaquah, WA 98027

Dear Mr. Sinegal:

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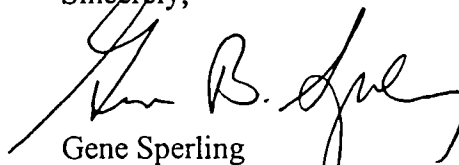
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Thanks for any flights or ideas for Mr. effect.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Steven Burd
CEO
Safeway
5918 Stoneridge Mall Road
Pleasanton, CA 94588

Dear Mr. Burd:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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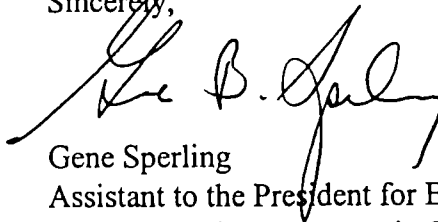
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

I know you have done so much in this area, I would really love to talk about any ideas or thoughts for how safety could be included in this effort or what new efforts we could highlight together. Thanks.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Thomas Usher
CEO
USX
600 Grant Street
Pittsburgh, PA 15219

Dear Mr. Usher:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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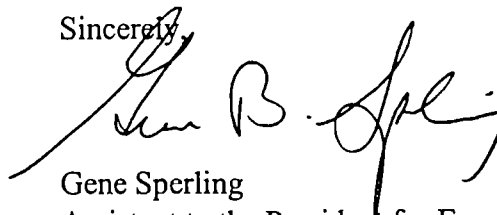
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Please let us know any thoughts or ideas
you have on this effort.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Maurice Greenberg
CEO
American International Group
70 Pine Street
New York, NY 10270

Dear Mr. ^{Hank} Greenberg:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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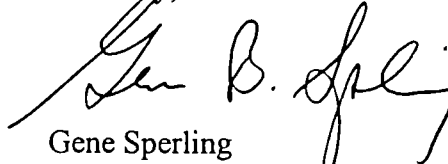
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

I know we've been talking more on Japan
and China, but I'd really like to know if
you have any ideas or thoughts on this effort.
Talk to you soon. Thanks.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Hugh McColl
CEO
BankAmerica Corp.
100 N. Tryon Street
Charlotte, NC 28255

Dear Mr. McColl:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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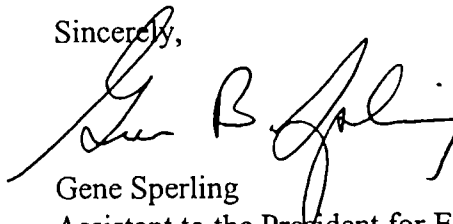
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

I'd really love to talk about how
we could get the most of this effort. If done
well, we could highlight much of the types of efforts
you've been taking such a leadership role in on getting
capital and access to equity in underserved areas.
I'd like to talk with you or someone on your
staff at anytime. Thanks.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Edward Rust
CEO
State Farm Insurance Company
1 State Farm Plaza
Bloomington, IN 61710

Dear Mr. Rust:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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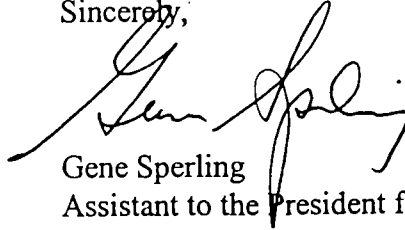
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

Thanks for my ideas or thoughts on
this effort.

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Edward Whitacre
CEO
SBC Communications
175 E. Houston
San Antonio, TX 78205

Dear Mr. Whitacre:

As you know, President Clinton would like to place a major focus this summer on America's underserved urban and rural areas – or New Markets. During the week of July 5, the President will spend three or four days visiting a number of these New Markets across the country in an effort to mobilize new commitments from the private sector that will tap into the economic potential of these communities.

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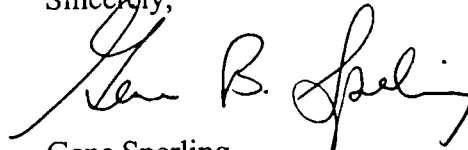
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Gene Sperling
Assistant to the President for Economic Policy and
Director, National Economic Council

I know SBC has taken significant action in this area. I'd love to talk with you or someone on your team about any ideas or new efforts you have that could be part of this effort. Thanks

THE WHITE HOUSE
WASHINGTON

June 4, 1999

Mr. Raymond Gilmartin
CEO
Merck
1 Merck Drive
Whitehouse Station, NJ 08889

Dear Mr. Gilmartin:

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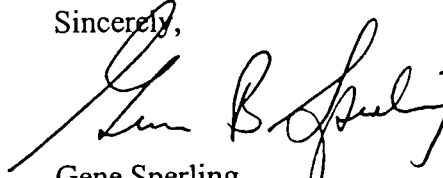
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Assistant to the President for Economic Policy and
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Thanks for any thoughts or ideas about
how we can make this effort a success.