

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001a. memo	Memorandum for John Podesta (20 pages)	08/17/1999	P5
001b. memo	Memorandum for the Chief of Staff (2 pages)	09/02/1999	P5
001c. memo	Memorandum to the Chief of Staff (4 pages)	08/12/1999	P5
001d. paper	Strategic/Message Plans (3 pages)	08/10/1999	P5
001e. memo	Memorandum for Karen Tramontano From Neal Lane (5 pages)	08/10/1999	P5

COLLECTION:

Clinton Presidential Records
Policy Development
Lisa Green
OA/Box Number: 20586

FOLDER TITLE:

[New Markets---Ideas] [2]

2012-0043-S

ms437

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

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PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Handwritten notes:
1. Long
2. Review
3. New Markets

Table of Contents

- A.) NEC Long-Term Policy Announcements and Message Ideas
- B.) DPC Possible Policy Announcements
DPC Strategic Overview – Fall 1999
- C.) NSC Foreign Policy/National Security Priorities for the Next Six Months
- D.) CEQ Event Proposals
- E.) OSTP Long-Term Strategy for Science and Technology

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September 2, 1999

MEMORANDUM TO THE CHIEF OF STAFF

FROM: Bruce Reed
Eric Liu

SUBJECT: Possible Policy Announcements

EDUCATION

1. **Safe Schools Grants** (mid-September): The President can award \$300 million in grants to 50 communities that will have won a nationwide competition to develop youth safety partnerships between schools and community, health, and law enforcement agencies. He also can announce \$32 million in grants for anti-drug middle school coordinators. In addition, we are preparing an executive order to improve coordination of federal school safety efforts.
Possible September 11 radio address.
2. **Teacher Quality Partnership Enhancement Grants** (September 7): The President will award \$75 million to fund projects to promote comprehensive and lasting change to teacher preparation programs and help prepare excellent future teachers for America's classrooms.
POTUS announce at Sept. 7th class size event.
3. ✓ **Tenth Anniversary of the Charlottesville Summit** (September 26-27) and **NGA Palisades Meeting on Standards** (October 1-2): The 10th anniversary of President Bush's Education Summit, which set ambitious, largely unmet goals for educational achievement by the year 2000, will attract considerable press attention. The President has expressed interest in commemorating the event, perhaps with a major speech on the future of education. Also, the governors will be meeting in Palisades, NY a few days later, to discuss their progress since the 1996 standards summit in Palisades where the President first called for ending social promotion. We may be in a position to announce the progress states are making in adopting their own version of a national test in 8th grade math. *Week of Sept. 27 – Oct. 1.*

10th anniversary
of the
summit
forum

CRIME

1. ✓ **NICS Report** (early September): The President can release a report on the results of the FBI's National Instant Check System (NICS) over the past 6 months. The report will detail how many (and what types of) prohibited purchasers have been stopped from buying guns under the NICS, how long it takes the FBI to complete NICS checks, and how law enforcement is responding to NICS denials. *Sept. 9 meeting with mayors.*

9/9/99
G. L.

2. **HUD Gun Buyback** (early September): The President could announce a \$15 million gun buy-back program run by HUD, which is part of their larger Drug Elimination Grant program. *Sept. 9 meeting with mayors.*
3. **Report on Gun-Related Commerce** (after September 20): The Treasury Department is preparing a report on gun-related commerce in the U.S, which will include information on the overall number of guns bought and sold, as well as other information.
4. **Annual Report on School Safety** (mid-October): The Departments of Education and Justice will be ready to release the 2nd Annual School Safety Report, as well as a new web-based version of the Early Warning Guide.
5. **1998 Uniform Crime Report** (October): The FBI will likely release the final version of the 1998 Uniform Crime Report sometime in October. We will consult with the Justice Department to see if we can time the release of the UCR with any other crime announcements (i.e., COPS grants), or perhaps to make it the topic of a radio address.
6. **Housing Authority Lawsuit** (sometime this fall): A coalition of public housing authorities is considering a lawsuit against the gun industry. We are working with HUD, Justice, and Treasury to determine the Administration's role.
7. **Youth Tolerance Event** (October 26): A public-private partnership (AT&T, Court TV, the National Middle School Association, the Anti Defamation League, and Cable in the Classroom), along with the Departments of Justice and Education, will hold a national student dialogue on tolerance and diversity. Approximately 25 middle school students will assemble in Littleton, Colorado with interactive links to students in three other locations. The President announced this partnership in April and could speak at the event.
8. **Hate Crimes – Community Mobilization Event** (this fall): In November 1997, the President announced the creation of hate crime working groups led by U.S. Attorneys across the country. The President could host a roundtable to highlight what these working groups are doing. He could also demonstrate the Anti-Defamation League's "HateFilter" which protects children by blocking access to hate sites on the Internet.
9. **Domestic Violence Screening** (October): The Family Violence Prevention Fund is holding events around the country, including in Washington, D.C., to further educate and encourage health care providers to routinely screen for domestic violence. We could take this as an opportunity for the President to speak about our efforts on this issue.
10. **Gambling Package** (Sept/Oct): We are completing an interagency review of the Gambling Commission report. By September, we may be able to submit legislation to prohibit Internet and underage gambling and release a Treasury study on gambling and bankruptcy.

- 11. Postal Fraud Prevention Event (October):** During the week of October 25, the Postal Service is planning to mail to every home in America – approximately 120 million addresses – a card containing valuable fraud prevention tips, including a new toll-free number that will connect callers with the FTC's Consumer Sentinel phone bank. We are checking to see whether the President could make this announcement.

HEALTH CARE

- 1. Report on HMO Withdrawal in Medicare (late September):** In addition to events like the Sept. 8 speech, which underscores legislative priorities (Medicare, PBOR, and the bipartisan Work Incentives Improvement Act), the President can release a new report detailing HMO withdrawals and benefit limitations (including limits on prescription drugs) in Medicare managed care. This event would highlight the need for managed care reimbursement reforms such as those proposed by the President, and should be timed to follow the budget veto.
- 2. State-by-State Medicare Report (mid-September):** The President can release a report with new state-specific information on Medicare, including detailed demographic information and statistics on statewide managed care penetration. We could do special invitations to regional press for local coverage. The Vice President is interested in releasing this report.
- 3. Rural Health Grants (September):** The President or VP could announce a grant program (\$125 million over four years) to promote the development of rural health networks and enhance the delivery of emergency medical services. Funds will also be used to help convert qualified local hospitals to “critical access hospitals,” which are eligible for higher reimbursement rates under the Medicare program.
- 4. Organ Donation (September):** The President or VP can announce new efforts to increase organ donation: (1) \$5 million in grant funds; (2) an executive memorandum to increase the amount of paid leave available to a Federal employee who serves as an organ donor for seven days to thirty days a year; and (3) a new guidebook for health care professionals on counseling families about organ donation. Both have indicated their interest in this event.
- 5. Health Care Coverage Reports and Initiative (late September/early October):** The President and First Lady could release a new Families USA report on enrollment in the CHIP program. The President and the First Lady could then: (1) release a new TANF regulation establishing financial incentives to enroll eligible individuals into Medicaid; (2) announce a campaign to distribute applications for and information about CHIP through school systems around the country; (3) release the second Federal Interagency Task Force Report on Children's Health Insurance Outreach, including new outreach efforts by the Postal Service, Americorps and the Department of Transportation; and (4) direct the Department of Education and HHS to develop a plan to make school-based screening for health insurance a standard part of school enrollment, like immunizations.

6. **Privacy Regulation** (October): The President can release a major new regulation providing comprehensive privacy protections for electronic medical records. We are pressing HHS to complete the regulation by October.

WELFARE

1. **Housing Vouchers** (September): We should be ready to award contracts to communities for 50,000 new housing vouchers for welfare recipients who need housing assistance to get or keep a job. The VA/HUD appropriations bill fails to fund the President's request for an additional 100,000 additional vouchers, 25,000 of them for welfare to work.
2. **Bonuses to Reward Reduction in Out-of-Wedlock Births** (by September 15): We can award \$100 million in bonuses to up to five states that have had the largest decrease in the percentage of births that are out-of-wedlock, and also decreased their abortion rates. The likely winners are California, Michigan, Massachusetts, Alabama, and D.C.
3. **Welfare to Work Competitive Grants** (September): The Labor Department will be ready to release over \$200 million in Welfare-to-Work competitive grants to non-profit, community, faith-based, and business groups. In September, Labor also will announce a grant to set up a program to help as many as 10,000 former welfare recipients we hire to take part in the 2000 Census find permanent employment when the Census is over.
4. **Teen Pregnancy Prevention** (September): We should be ready to release: (1) preliminary national data showing the teen pregnancy rate in 1998; (2) a best practices toolkit for communities; and (3) a report to Congress on teen pregnancy prevention efforts to date.
5. **High Performance Bonus** (late September): We should be able to award \$200 million in high performance bonuses to states that have been the most successful in helping people move from welfare to work and remain in the workforce, and issue a draft rule that could expand the bonus to reward states for increasing Medicaid and food stamp coverage.
6. **Individual Development Accounts**: (by September 15th): We can award nearly \$10 million for the first IDA demonstration grants under the new Assets for Independence demonstration program that the President signed into law last October. Grants are going to 35 community-based organizations in about half the states. This would also be an opportunity to highlight our FY 2000 budget request to double IDA funding to \$20 million.

CHILDREN AND FAMILIES

1. **Introduce Legislation to Prohibit Discrimination Against Parents** (September): The parental discrimination legislation the President called for in the State of the Union, which received a flurry of press attention this spring, will be ready to introduce in September.
2. **Adoption Bonuses** (September): The President and First Lady can announce HHS figures showing a substantial increase in adoptions since 1996, and award financial bonuses to states

 for their adoption increases. This is also an opportunity to push Congress to complete foster care legislation which passed the House and is pending in the Senate. *Sept. 24th event.*

-  3. **Announce Proposed Rule on Paid Leave for New Parents** (October): In his commencement speech at Grambling State, the President directed the Labor Department to propose new regulations to help states use the Unemployment Insurance (UI) system to support parents taking leave to care for a newborn or adopted child. The new regulations would authorize an expansion of the UI system, allowing states that wish to use unemployment insurance to assist new parents to put their plans into effect.

TOBACCO

1. **Justice Department Lawsuit** (later this year): While the Department completes the preparation of its case, we can expect a high-profile fight with Congress over the \$20 million appropriation we requested.

SERVICE / PHILANTHROPY

-  1. **Americorps Fifth Anniversary** (October 20): This is an opportunity to build up bipartisan support for Americorps to ensure its survival in future years. We can develop a slate of policy proposals to this end, ranging from service learning initiatives to voucher-style proposals to spur citizen service.
2. **Philanthropy Conference** (October 22): At this White House Conference led by the First Lady, we could unveil a package of proposals to encourage giving.

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EXECUTIVE OFFICE OF THE PRESIDENT
COUNCIL ON ENVIRONMENTAL QUALITY
WASHINGTON, D.C. 20503

August 11, 1999

MEMORANDUM TO KAREN TRAMONTANO

FROM: DANIEL SAKURA 
CHIEF OF STAFF, COUNCIL ON ENVIRONMENTAL QUALITY

SUBJECT: EVENT PROPOSALS

The attached list responds to your request for information about possible events and announcements in September, October and November.

At this point, our highest priorities include the roadless announcement with the U.S. Forest Service, Headwaters forest and a budget message.

We are working to identify additional event possibilities relating to clean air, clean water and other EPA issues.

If you have any questions, I can be reached at 456-6144.

cc: Roger Ballentine
Elliot Diringer
Beth Viola
Brad Campbell

8/11/99

POSSIBLE ENVIRONMENTAL EVENTS/EXECUTIVE ACTIONS

September

✓ Announce draft rules for the National Forest road system and roadless areas with USDA/Forest Service in response to a letter from Members of Congress. Announcement could be in Washington, D.C. (John Podesta has participated in these discussions.)

*Stacy
Green* ✓ Visit Headwaters forest in Northern California to announce possible release of draft management planning guidance for the newly acquired area, in conjunction with the State of California. A visit would provide an opportunity to highlight one of the Administration's most visible conservation achievements. (Event could also be in October.)

1 film Highlight Lands Legacy with announcement of acquisition of sensitive lands using Land and Water Conservation Funds (LWCF). The President could announce permanent protection of Civil War site by the National Park Service at the Chancellorsville Battlefield, near Fredericksburg, Virginia, with a possible tie in with FY 2000 budget. (We are working with Roger Ballentine on this.)

- (Vice President is tentatively planning to announce release of Oceans Report, on September 2 in Boston.)

October

✓ Announce veto of appropriations bill(s) which contain highly objectionable riders (e.g. Interior appropriations and Energy and Water) or deep funding cuts for environmental programs (e.g. Interior and Commerce, Justice, State).

- Participate in the National Wildlife Refuge Week (October 10-16) with the U.S. Fish and Wildlife Service to highlight importance of Lands Legacy at a National Wildlife Refuge. There are many opportunities for events in the mid-Atlantic/East Coast, along with a possible tie in with the FY 2000 budget relating to Congress' deep cuts in Lands Legacy and possible shutdown of National Wildlife Refuges during hunting season.
- Consider announcing a possible directive to U.S. Army Corps of Engineers to reevaluate proposed navigation projects in eastern Arkansas in the White River National Wildlife Refuge. Conservation groups support reevaluating the projects, while Rep. Marion Berry has expressed strong reservations.

November

- Announce Duck Stamp award winner (early November) in conjunction with U.S. Fish and Wildlife Service at the Interior Department in Washington. Proceeds from the sale of Duck Stamps are used to acquire wildlife habitat. As an alternative, a photo-op with the ~~winner~~ at the White House would likely receive substantial press coverage.
- Announce completion of the Final Environmental Impact Statement (EIS) for the Hanford Reach of the Columbia River in Washington State with the Department of Energy and the U.S. Fish and Wildlife Service. The EIS is currently considering the management of 90,000 acres of land at DOE's Hanford Nuclear Reservation in south central Washington State. Senator Murray has actively supported the process.
- Recycling event with corporate leaders who have made major commitments to recycling.
- USDA/Conservation Reserve Enhancement Program (CREP) river announcement, with rivers to be determined.

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Ruby Shamir
09/09/99 06:59:48 PM

Handwritten signature of Lisa Green

Record Type: Record

To: Lisa Green/OPD/EOP@EOP

cc:

Subject: New Markets Brainstorming

Hi Lisa,

I will ask people over here to start thinking of some ideas for the November tour, and will get back to you with whatever I get. In the meantime, I thought that it might be useful to have a stop on the trip that focuses on bringing high-tech to an undeveloped area. On the last trip the President talked about it in Anaheim, and there was a high tech deliverable in Appalachia, but it may be useful to go to a former military base and do something on its conversion. Unless I missed something (which is entirely possible), I don't think he did anything like that. Just a thought.

Ruby

Concept Paper

Washington, DC Business Day

Premise:

Promote Washington, DC Business Day as a one day event for approximately 1500 participants in early November, 1999 to reach out to small and minority businesses in a practical, meaningful way.

Objective:

- Promote needs of small and minority communities in undeserved areas
- Make it easier and more accessible for entrepreneurs in the community to access federal resources
- Make the conference dynamic; more than panels; the key is for participants to walk away with something

Hosts:

- White House Community Empowerment Board
- DC Chamber of Commerce
- Greater Board of Trade
- BusinessLINC

Participants:

- Washington, DC and area small business community
- Federal agencies
- Large business prime contractors
- Fortune 500 firms (including banks)

Major Focus:

- Federal procurement opportunities in a dynamic setting

Components:

- On-site procurements (government credit cards, live opportunities brought by Federal agencies and Federal large business prime contractors)
- BusinessLINC interviews (large Fortune 500 companies/mentors and potential small business proteges)

- Consulting/management from industry experts on how small businesses can be more effective
- Access to capital information (New Markets initiatives)
- Address the technology gap regarding on-line capability and e-commerce
- GSA Federal Supply Schedule - how it works
- SBA certification programs (SDB and HubZone)
- Information on important definitions (Empowerment Contracting)

Seminars (restrict to two):

- How to become a GSA Federal Supply Schedule contractor and how to market your schedule after you get it
- How to obtain HubZone, 8(a), and/or SDB certification and what do with it after you get it

Exhibits:

- Booths with live federal/private sector procurement opportunities
- Mentor/protégé information
- Expert industry advice on business improvement, access to capital, using technology, and definitions on various zones/programs

Goal:

At the end of the day, small business owners and representatives will be able to walk away with tangible results such as genuine business opportunities, GSA Federal Supply Schedule facts, and SBA certification information.



Kathleen K. Ahn
08/31/99 11:34:31 AM

Record Type: Record

To: Lisa Green/OPD/EOP@EOP

cc:

Subject: New Markets 

hi. thanks for the reminder message on the interagency meeting today. I will see you there.

I wanted to drop a note to you about connecting the New Markets Initiative with the "Lawyers for One America" and the President's Call to Action to the legal community. I have had some inquiry/interest in having the national law firms tie in their pro bono commitment to the goals/programs of the new markets initiative/concepts and would like to talk some more with you on the idea. It's always a bit hectic after the interagency meetings so I thought we could sit down for a few minutes to talk - over coffee maybe ?? I am around all this week. Let me know what works for you. Thank you !

September 1, 1999

MEMORANDUM FOR MARIA ECHAVESTE AND GENE SPERLING

FROM: Minyon Moore and Orson Porter, Political Affairs

SUBJECT: New markets Initiative Supplemental Program Proposal

The country is currently experiencing unprecedented economic gains. Opportunity is at an all time high. But, regrettably, there are millions of Americans who are not reaping the benefits of this boom. Examples of this, highlighted by July's New Markets Tour, are the impoverished regions of the Mississippi Delta and Appalachia. For youth in these areas, over 60% are not enrolled in school and are unemployed, even though national unemployment rates have dropped from 7.3% in 1993 to 4.3% currently. Today, America has a unique obligation and ability to reach back and bring along those that have been overlooked and forgotten.

The Administration has recognized this problem and has done a tremendous job of combating it through some of the following programs:

- The New Markets Initiative, which provides \$15 billion worth of incentives for corporate investment.
- The Corporation for National Service, which encourages citizen participation in community development through programs like AmeriCorps.
- The School-to-Work Opportunities Act of 1994, which gave 470,000 young adults work-based learning experiences with 136,000 employers.
- The Workforce Investment Act of 1998, which provides a total of \$1.25 billion for investing in the development of the American workforce, including \$250 million in grants through the Youth Opportunities Movement to build centers giving young adults the skills they need in order to get jobs.

For the most part, these programs provide one of two services. Either they provide corporate investment in impoverished areas or they provide education and work experience for young adults. Using the New Markets Initiative as a catalyst, this is the perfect time to bridge the gap between these successful programs and get these educated young adults to invest in their communities themselves.

Therefore, we propose that the Administration look into ways to develop some youth-centered community investment programs which would act as a supplement to the second phase of the New Markets Initiative. Young people are the future of the economy, and often have the added time, energy, and creativity needed of entrepreneurs. This is the perfect time in their lives for them to learn the values of investing in their community. This program could teach these young adults how to develop and run businesses, while helping them to realize the advantages of helping people in these untapped markets. It would also teach them the economic power of respecting diversity, further strengthening the Administration's commitment to minority participation in the economy.

A program (Presidential Youth Investment Initiative or the White House Young Entrepreneur Program) which champions the New Markets Initiative should award entrepreneurial young

adults (possibly former Americorps, School-to-Work, or Youth Opportunities participants) with low-interest loans, grants, and other assistance through which to develop and implement investment strategies in impoverished areas. The program should also continue the Administration's tradition of providing mentoring from successful business people in order to give these young adults counsel on how to implement and operate their businesses. This program should make sure to award participants who successfully encourage diversity in their business ventures.

With the anticipation of another tour in October, now is the perfect time to get some input from young adults as to how they think programs like these might work. We suggest that the President hold a roundtable discussion on this topic with some young entrepreneurs and community and business leaders in order to further develop this proposal before the October trip. While on the trip, the President should visit a school to speak about youth investment in the community. This would be similar to the July 8 discussion the President and Secretary Herman had with young adults at Southwest College in Los Angeles regarding the Youth Opportunity Movement, except that this discussion would focus less around education and more around business investment. The President could also make a point of recognizing some specific young adults who embody these ideals. Of course, this is only a starting point. The real design and structure of any program like this should come from those people who would be involved in it.

CC: Lisa Green, Mary B. Cahill, and Jay Dunn

September 3, 199

MEMORANDUM FOR GENE SPERLING

FROM: LISA GREEN

SUBJECT: IDEAS FOR THE SECOND NEW MARKETS TRIP

Background

Following our recent conversation, I have done some brainstorming for the next New Markets trip. This memo outlines several ideas on how we can distinguish the second trip from the first. The following information includes suggestions from members of the interagency working group and White House staff. I am also planning a brainstorming session the week of September 13th to solicit additional ideas and to expand upon those summarized below.

Suggestion for an Overall Theme

The New Markets Initiative is an effort to encourage the private sector to invest in underserved and economically distressed areas – or what we refer to as New Markets. As part of the first New Market tour, the President challenged corporate America to invest in poor communities throughout the nation. The response, which was tremendous, came primarily from financial institutions ---- banks, insurance companies, and mortgage firms. On this second trip the President could extend his challenge to various areas of the private sector, with a focus on specific types of private institutions on each stop of his tour.

The second tour could focus on the role that different segments of the economy can serve in stimulating economic growth in New Markets.

Specific Themes

Examples of industries that could be highlighted on legs of the tour include:

The Legal Community: Members of the One America Lawyer's steering committee have already expressed an interest in providing support or pro-bono work for investment funds or small business activity that would result from the New Markets Initiative. The President could be accompanied by managing partners from some of the major law firms in the country on one leg of the trip. We could highlight existing programs (such as the one created locally by the DC bar) where attorneys are working with small businesses or investment funds in New Markets.

Private Universities: SBA has suggested that we identify Universities that are providing technical assistance to small businesses in low income communities and use them as a model to encourage such programs across the country. We have also received a letter from the University of Oregon, where they have such a program, that we could highlight. On this leg of the trip, the President would be accompanied by University and College Presidents from institutions that were making commitments to create or expand such programs.

Faith Based Institutions: We could highlight successful faith based efforts to encourage economic development, such as the types of programs developed by Reverend Floyd Flake in his Queens, NY church which owns and operates several businesses in a distressed community. The President could be accompanied by religious leaders, announcing commitments by their institutions to create programs connected to New Markets. There are also numerous faith-based CDFIs and Credit Unions, focussed on New Markets, that we could highlight.

Private Foundations and Non Profits: The possibilities here are endless. One exciting idea, would be to have some of the larger community development intermediaries (i.e. LISC, Enterprise, Ford Foundation) create a joint program to support Community Development Venture Capital funds. This type of collaborative program has been done successfully in the housing/CDC arena with the National Community Development Initiative.

Private Research Organizations and Think Tanks: There could be a commitment from research groups to commit to provide data on New Markets. The internal interagency working group on New Markets research and data is already exploring ways the government might be able to work with private data companies and think tanks to provide indicators for investment in low and moderate income communities.

Sports Teams and Organizations: We could build off of the program created by the New Jersey Nets/New York Yankees that supports youth programs in Newark, NJ. Jeffrey Rheinsdorf, who participated in the Rainbow/PUSH Conference, and owns the White Sox/Chicago Bulls is another leader investing in New Markets. His organization has developed successful supplier/vendor relationships with small minority businesses, which could be used as a model for other sports team. Both of these organizations could be asked to challenge other sports teams to invest in New Markets. The President could be accompanied on this leg of the trip by team owners and athletes, which would no doubt bring great media attention to the tour.

Pension Funds: We held a very successful meeting last week with ULLICO and the Building and Construction Trades Department of the AFL-CIO. They are considering making a major announcement involving their pension funds money and a new investment vehicle based on the New Markets Initiative model that would target low and moderate-income communities. They believe their investment would spur others to action. The President could be accompanied by the heads of major pension funds such as TIA-CREF, CALPERS (the California State fund) as well as the AFL-CIO.

Retailers: We could have one leg of the trip focussed specifically on retail investment with major retailers, for example Howard Schultz from Starbucks, accompanying the President. We could ask the National Retail Federation to take the lead on creating an event or a program.

Manufacturers: Similarly, we could ask the Manufacturing Association to make a commitment as an organization to support New Markets. We could seek innovative programs and investment commitments made by large manufacturers, in particularly the Big Three could be encouraged to announce a significant commitment to New Markets.

States and Local Governments: At some point we could turn attention to the role of the public sector, on a local level, in creating an environment that supports private investment in New Markets. There are several good examples of proposed State programs that would mirror and certainly complement the New Markets Initiative. The programs that would be far enough along to announce include a tax credit program in California (that LISC has been very involved in developing) and a program in North Carolina that involves numerous incentives to private investors. The President could be accompanied by Governors and local officials, making announcements about commitments in their cities and states. We could also invite the heads of the appropriate associations to join us and could ask for supporting resolutions from the National Governor's Association and the U.S. Conference of Mayors.

Summary

There are a lot of ideas here and there will probably be additional ideas coming out of our brainstorming session. I believe it will be easier to plan and strategize for the trip if we work with themes and then pick locations, events, and participants that are consistent with the themes.

Time Line

If you agree with this strategy, I would like to set the following deadlines for the second trip:

Early September (no later than 9/15)	Brainstorming Session Written Summaries of Ideas and Proposed Events from Agencies
Late September (no later than 9/30)	Memo on Themes/Proposed Events to Gene Sperling, et. al Solicitation of Commitments from Private Companies (this has already start somewhat, but we should have as many preliminary commitments as possible by the end of the month)
Early October (no later than 10/15)	Memo to the President outlining Themes and Possible Locations Decision on Locations
Late October (10/20 – 10/31)	Advance Teams on Location
11/3 – 6	Dates on the President's schedule for 2nd New Markets trip