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
Peter A. Weissman

05/20/99 10:54:36 AM

Record Type: Record

To: Lisa Green/OPD/EOP@EOP, Brian A. Barreto/OPD/EOP, Melissa G. Green/OPD/EOP, Jonathan A. Kaplan/OPD/EOP

cc:

Subject: Re: New Markets 

Yes Gene is talking to dc reps re: new markets tomorrow at 11 am in the roosevelt room (which OPL set up at our request).

Roosevelt.

At around 5pm tonight Jay Dunn will get us a list and a "briefing" memo.
it's just Gene speaking (unless we decide we want to add someone).

125 minutes
6:00 a.m.
30 July

May 20, 1999

**BRIEFING FOR THE BUSINESS COMMUNITY
ON THE NEW MARKETS INITIATIVE TOUR**

Date: Friday, May 21, 1999
Time: 11:00 am – 12:00 noon
Place: The Vice Presidential Ceremonial Office
Old Executive Office Building (Room 274)

I. PURPOSE

To brief and engage representatives from the corporate and trade association organizations on the President's scheduled July New Markets Initiative national tour.

II. BACKGROUND

On May 11, the President announced he would take a national tour to highlight the New Markets Initiative by traveling to underserved areas of the country to elicit new commitments from the private sector to invest in these economically undeveloped areas. Friday's briefing is part of a continued outreach effort to various business interests to engage them to mobilize and participate in the tour.

III. PARTICIPANTS

Gene Sperling, Assistant to the President for Economic Policy
Cheri Carter, Special Assistant to the President, Office of Public Liaison
Business and Trade Association Representatives (see attached for list of participants)

III. PROGRAM

- Cheri Carter gives brief welcoming remarks and introduces Gene Sperling
- Gene Sperling briefs audience, participates in short question & answer
- Program concludes

I. PRESS

This event is closed press.

Confirmed Participants

Brian Anderson
Coca-Cola

Michael Andrews ✓
Citigroup

Beryl Basham ✓
Bank America

Kevin Carey
American Express

Nathan Chapman
Chapman Group

Jeff DeBoer
National Realty Committee

Jill Dowell
Motorola, Inc.

Michael Ebert
IBGC

Eric Eve
Bell Atlantic

Jennifer Ferrara
Long Alridge & Norman

Kevin Feather ✓
Daimler Chrysler

Steve Hilton
The Legislative Strategies Group

Tom Jolly
Jolly Rissler, Inc.

Candice Kaup
Long Aldridge & Norman

Bill Kovacs
US Chamber of Commerce

Jacob Kuitwaard
Real Estate consultant

Jeffrey Levine
Cauthen & Associates

Stephanie Markiewicx
AT&T

Joel Marks
American Small Business Alliance

Jeanne Marie Murphy ✓
Bank America

John O'Hanlon
The Washington Group

Scott Parven ✓
Aetna

Steven Pfester
National Retail Federation

Jon Plebani
Arter & Hadden

Tracey Rancifer
Chapman Group


John Satagaj
SBLC

Laura Stubbs
International Business – Government Counsellors

William Taylor
Tennessee Valley Authority

Andrew Waskow
The Bond Market Association

Kevin Varney
Washington Strategies Group

Dorothy Walsh 
Ameritech

Robert Weinberger
H&R Block, Inc.

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Scott Parven

Aetna

- In the roundtable earlier this month with CEOs, Dick Huber called these markets one of his company's best kept secrets. Aetna has established a division known as Domestic Emerging Markets to focus concentrated marketing and distribution of its services in underserved markets.

Michael Andrews

Citigroup

- Citigroup has been on the leading edge of investment in untapped markets, and was involved early on with Jackson's Wall Street Project, which was part of the impetus for the New Markets Initiative. Citigroup is looking at how to make investments in underserved markets directly, through lending and investment programs, and indirectly, through financial literacy programs, like the nationwide program launched in Atlanta this month targeted to minorities.

Beryl Basham

Bank America

- Bank of America has been very active throughout the country, making SBIC investments, providing loans to small businesses in Empowerment Zones, and participating in numerous public/private partnerships.

Jill Dowell

Motorola, Inc.

- Motorola is talking with the Labor Department about workforce training program.

Stephanie Markiewicx

AT&T

- Dan Hesse from AT&T Wireless mentioned at the roundtable that AT&T is establishing call centers providing technology access to underserved communities.

Brian Anderson

Coca-Cola

- Coca Cola has been involved in the BusinessLINC program and in Atlanta works with a group called Creative Innovation Strategies to provide mentoring and training for this small business.

Dorothy Walsh

Ameritech

Nathan Chapman

Chapman Group

Jeff DeBoer

National Realty Committee

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