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Draft 03/09/00 5pm

PRESIDENT WILLIAM J. CLINTON
VIDEOTAPED REMARKS FOR NATIONAL WILDLIFE FEDERATION
SEATTLE, WASHINGTON
March 18, 2000

Good morning. I am pleased to join the National Wildlife Federation's annual meeting to talk about some of the steps we can take together to achieve the important goals ~~you and I share.~~ *we share.*

Nearly a century ago, President Theodore Roosevelt called on our Nation to leave "this land even a better land for our descendants than it is for us." I am grateful for the many opportunities Vice President Gore and I have had to work with groups like yours to fulfill this ~~American vision.~~ *promise.* We have created new wildlife refuges, restored wolves to Yellowstone, brought the bald eagle back from the brink of extinction, and begun healing the Florida Everglades. These and many other achievements would not have been possible without the extraordinary leadership and dedication of NWF.

As we begin a new century, we face new conservation challenges. And I am confident that, working together, we can meet them. As many of you know, the federal budget this year includes a substantial increase for my Lands Legacy initiative, which helps protect land and coastal resources across the country. For next year, I am proposing another major increase – to a record \$1.4 billion. Much of this new funding would go to help states and communities preserve parks, forests, farms, wildlife habitat, and other open space. And, to sustain these efforts throughout the new century, I am proposing to make this higher level of funding permanent. Let's work together to make this conservation endowment an enduring gift to the future.

One of the primary goals of our Lands Legacy initiative is to ensure healthy, thriving wildlife throughout America. This week marks the 97th anniversary of our first national wildlife refuge -- the Pelican Island refuge in Florida, created by President Theodore Roosevelt. Today our refuge system is the world's oldest and largest network of lands dedicated to conserving fish and wildlife – a hidden jewel among our nation's public lands. As we look toward the centennial of America's refuge system, let's rededicate ourselves to preserving the best of America's wild places. Let's make sure that future generations of Americans can also know the wonder of ~~glimpsing~~ *witnessing* an eagle in flight, or hearing the distant howl of a wolf restored to its native home.

Again, congratulations on all your success in helping to meet the challenge set out for us by Teddy Roosevelt. Thanks in no small measure to your efforts, we are indeed leaving this land better for our descendants than it is for us. Thank you.

Draft 03/09/00 3:45pm

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PHOTOCOPY
CONSERVATION

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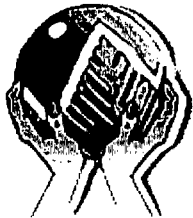
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Earth Day History & Founder's Message

EARTH DAY

"...on April 22, 1970, Earth Day was held, one of the most remarkable happenings in the history of democracy..."



-American Heritage Magazine, October 1993

History Highlights

Earth Day Audio

Founder's Message



How the First Earth Day Came About

*by Senator Gaylord Nelson
Founder of Earth Day*

For many years prior to Earth Day, it had been troubling to me that the state of our environment was simply a non-issue in the politics of our country. The President, the Congress, the economic power structure of the nation and the press paid almost no attention to this issue, which is of such staggering import to our future. It was clear that until we somehow got this matter into the political arena -- until it became part of the national political dialogue -- not much would ever be achieved. The puzzling challenge was to think up some dramatic event that would focus national attention on the environment. Finally, in 1962, an idea occurred to me that was, I thought, a virtual cinch to get the environment into the political limelight once and for all.

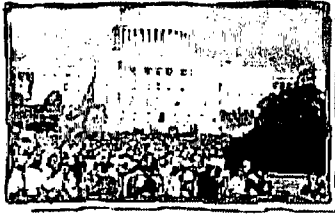
President Kennedy Conservation Tour

That idea was to persuade President Kennedy to give national visibility to this issue by going on a nationwide conservation tour, spelling out in dramatic language the serious and deteriorating condition of our environment. The President liked the idea and went on his five-day conservation tour in late September 1963. For many reasons, the tour didn't achieve what I had hoped for; it did not succeed in making the environment a national political issue. However, it was the germ of the idea that ultimately



flowered into Earth Day. Six years would pass before the idea for Earth Day occurred to me in the summer of 1969, while on a conservation speaking tour out West.

Environmental Teach-In



At that time, there was a great deal of turmoil on the college campuses over the Vietnam War. Protests, called anti-war teach-ins, were being widely held on campuses across the nation. On a flight from Santa Barbara to the University of California-Berkeley, I read an article on the teach-ins, and it suddenly occurred to me: Why not have a nation-wide teach-in on the environment. That was the origin of Earth Day.

In a speech in Seattle in September 1969, I announced there would be a national environmental teach-in in the Spring of 1970. The wire services carried the story nationwide. The response was dramatic. It took off like gangbusters.



Lasting Results

Earth Day achieved what I had hoped for. The objective was to get a nationwide demonstration of concern for the environment so large that it would shake the political establishment out of its lethargy and, finally, force this issue permanently onto the national political agenda. It was a gamble, but it worked. An estimated twenty million people participated in demonstrations all across the country.

It was truly an astonishing grassroots explosion. The people cared, and Earth Day became the first opportunity they ever had to join in a nationwide demonstration to send a big message to the politicians--a message to tell them to wake up and do something.

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What the National Wildlife Federation® Does

NWF focuses its efforts on five core issue areas (*Endangered Habitat, Water Quality, Land Stewardship, Wetlands, and Sustainable Communities*), and pursues a range of educational projects, and activist, advocacy, and litigation initiatives, within these core areas.

EDUCATION

Education is at the heart of the National Wildlife Federation's mission. NWF offers environmental education programs in communities, in the outdoors, and in the classroom:

- **Community-Based Education**

The Backyard Wildlife HabitatTM program aids and encourages landscaping with the needs of wildlife and the health of the environment in mind. Through this program, NWF has certified over 20,000 properties worldwide. Building on the program's success, NWF's Schoolyard Habitats and Workplace Habitats programs create wildlife habitat learning places, respectively, at educational institutions and corporate locations nationwide.

NWF's Campus Ecology[®] program provides factual resources, organizing tools and one-on-one consultation to students, faculty, and administrators to facilitate the establishment and maintenance of campus-based conservation projects and help develop the next generation of conservation leaders.

- **Outdoor Education**

Youth and Teen Programs programs offer youngsters and teens the chance to study nature, learn outdoor skills, and gain environmental knowledge under the auspices of the nation's leading conservation education organization.

Our Nature Link[®] program increases public awareness and appreciation of the outdoors by bringing families together for weekend excursions centered around conservation education and hands-on outdoor activities.

Conservation Summits are the National Wildlife Federation's premier outdoor adventure and education experience. Families, friends, people of all ages can immerse themselves into the culture and environment of each unique and intriguing destination through field trips, classes, special presentations, and daily youth programs.

- **Classroom Education**

NWF's Animal Tracks[®] program offers both on-line and printed conservation education materials geared for elementary and middle schools to assist teachers in instructing children about the environment and how to care for it.

NWF's **National Wildlife Week** program brings free conservation curriculum materials to more than 620,000 teachers who reach more than 20 million students.

NWF also provides educational materials through its **Four Award Winning Magazines**, **TV and Movie Productions**, and **World Wide Web Homepage**.

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ACTIVISM, ADVOCACY, & LITIGATION

Through activism, advocacy and litigation, NWF helps people protect the wildlife, wild places and resources we all must share. Our **activism** begins at the grassroots level by providing our members with the knowledge and resources they need to make a difference. Through **advocacy** within the state and federal government, on the big and small screen, and on the front page, we bring a common-sense discussion of conservation policies to the American public. And we ensure the development and enforcement of effective conservation policies that protect the health of people, wildlife and natural resources through **litigation**.

Some of the specific activist projects within our five core areas include the following:

Endangered Habitats • <u>Habitat Conservation Plans</u> • <u>Buffalo Recovery</u> • <u>Grizzly Bear Reintroduction</u> • <u>Climate Change & Wildlife</u>	Land Stewardship • <u>Grazing Reform</u> • <u>Takings Legislation</u>
Sustainable Communities • <u>Population and the Environment</u> • <u>Finance and Environment</u> • <u>Trade and the Environment</u>	Water Quality • <u>Great Lakes Pollution Prevention</u> • <u>Fertility on the Brink: Toxic Pollution Prevention</u> • <u>TMDL's</u>
Wetlands • <u>Wetlands Status and Trends Report</u> • <u>Wetlands Threats Education Materials</u>	

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VIDEO REQUEST PROPOSAL

TODAY'S DATE 2/16/00

☒ ACCEPT

☐ REGRET

☐ PENDING

00 FEB 28 P 4: 43

TO: Stephanie Streett
Assistant to the President and
Director of Scheduling

FROM: Karen A. Tramontano
Assistant to the President and
Counselor to the Chief of Staff

REQUEST: Video for National Wildlife Federation

PURPOSE: As part of the run-up to Earth Day, the video would be played at the closing session of the National Wildlife Federation's 64th Annual Meeting on March 18th in Seattle, WA.

BACKGROUND: The National Wildlife Federation is the nation's largest conservation organization. Their annual meeting is an excellent opportunity to highlight the President's Lands Legacy initiative protecting natural resources in a global economy.

The late Senator John Chafee will be posthumously awarded the J. N. "Ding" Darling Conservationist of the Year Award during the annual meeting on March 19th. The award is named for the founder of NWF and is the most prestigious award that the NWF National Wildlife Federation gives. (We are requesting a Presidential message for this award)

The theme of the Annual Meeting is *Shaping a Conservation Century*.

DATE AND TIME: March 18, 2000

DURATION: 10 minutes

LOCATION: The Westin Hotel, Seattle, WA

PARTICIPANTS: The Annual Meeting will attract approximately 350 conservation volunteers and leaders and members and supporters of the National Wildlife Federation from around the country.

OUTLINE OF EVENT: The conference runs from March 16-March 18. The President has been invited to address the closing general session on the morning of March 18th, so the video could be played in place of his attendance.

REMARKS REQUIRED: Brief remarks.

MEDIA COVERAGE: Yes

RECOMMENDED BY: John Podesta
George T. Frampton, Jr.
Roger Ballentine

CONTACT: Karen Tramontano and/or Carolyn Wu

ORIGIN OF PROPOSAL: Invitation

DRAFT-DRAFT-DRAFT

Suggested Remarks for President Bill Clinton

National Wildlife Federation 64th Annual Meeting

March 18, 2000

Seattle, Washington

Good morning. Though I could not join you in person today, it's a pleasure and honor for me to participate in this way with each of you at the National Wildlife Federation's Annual Meeting.

What you are doing in Seattle this week is carrying on one of America's great traditions.

At the beginning of the last century, Theodore Roosevelt said, that aside from issues of war and peace, there is no question "which compares in importance with the great central task of leaving this land even a better land for our descendants than it is for us."

T.R. was expressing what has become a core American value – the great tradition of conservation and environmental stewardship that has brought you together in Seattle.

Many political leaders of both parties have contributed to that tradition – as have conservation visionaries like the naturalist Aldo Leopold and the writer Rachael Carson.

But the real strength of America's conservation movement lies with people like you. Concern for

our wildlife and wild places is one of our core civic values because it springs from the hearts and minds of countless individual Americans. Your volunteer efforts, your willingness to give of your time to be advocates for the environment, your commitment to safeguard those places you know and love are the lifeblood of America's conservation movement.

The National Wildlife Federation is rightly honored as a leader in this tradition. *And that honor is your honor.* As citizen advocates, you represent the mainstream in that proud tradition to leave this land even a better land for our descendants than it is for us.

As governor of Arkansas, I was privileged to learn about the effectiveness of the National Wildlife Federation's state affiliate organizations in my association with the Arkansas Wildlife Federation. I know first hand about the quality and commitment of your volunteer leadership from Don Hamilton who served on your board of directors from my state of Arkansas.

My Administration also owes a debt to you for your efforts in our commitment to uphold our environmental safeguards. No organization has been more effective or more persistent than the National Wildlife Federation in our efforts to fight off attacks on investments in conservation and to defeat anti-environmental riders in Congress. We have fought those battles together and we have won them.

The Federation has also shown outstanding leadership in the renewed effort to protect our nation's floodplains. I know that you have heard first-hand of the Federal Emergency

Management Agency's commitment to join you in leading that effort and I was gratified to hear that just last month FEMA honored Federation staff member David Conrad with a Directors Award for his contribution in this area. I'm convinced that working together, FEMA, the National Wildlife Federation and the many affiliated organizations you represent can help to get people out of harm's way while restoring the wild health of these special areas.

I know that a decade before I even ran for the presidency, the National Wildlife Federation was laying the groundwork for one of the greatest wildlife recovery efforts in our nation's history – the return of the gray wolf to Yellowstone National Park and central Idaho.

In 1995 when Interior Secretary Bruce Babbitt helped to carry the pen containing the first wolf to be reintroduced in Yellowstone, his friend and your colleague Tom Dougherty was at his side leading a hand.

A few years later when a federal judge ruled that the wolves would have to be removed from Yellowstone, Secretary Babbitt pledged at your annual meeting that on his watch the wolves would stay. We went to court together to fight the removal ruling, and we won together.

The gray wolf's return to its rightful place in the wild is a proud accomplishment of this Administration and of all those who care about conservation. The National Wildlife Federation has been a leader in making it happen.

I've also had the opportunity to learn first hand of the National Wildlife Federation's commitment from your president, Mark Van Putten. In December, Mark led the delegation of environmental leaders who met with me in Seattle during the World Trade Organization meeting there. While we have yet to achieve all our objectives for the WTO, I can say that Mark and I see eye-to-eye on the basic principle that legitimate environmental concerns must be incorporated into our trade policy and into the workings of the WTO.

Another vital area where I am confident that the Clinton-Gore Administration shares common ground with the National Wildlife Federation is in our Lands Legacy Initiative before Congress. In my State of the Union Address in January, I outlined our plans for an historic initiative to make long-term investments in conservation, including investments to be used by the states for wildlife conservation.

There is no better way for the American people to honor the commitment to make this land a better land for future generations than to win the victory for the Lands Legacy Initiative in Congress this year. Together I am confident we can do it and I ask for your help in making it happen.

I am honored to be able to participate with you as the grassroots strength and leaders in America's conservation tradition. With your vision, with your personal commitment, and with your strength amplified by your united efforts, America's conservation future is in good hands.

Thank you.

Environment Quotes

Leave it as it is. You cannot improve on it. The ages have been at work on it, and man can only mar it. What you can do is keep it for your children and your children's children.

-President Theodore Roosevelt upon setting aside the Grand Canyon as a national monument

To cherish what remains of the Earth and to foster its renewal is our only legitimate hope of survival.

-Wendell Berry

Nothing is rich but the inexhaustible wealth of nature. She shows us only surfaces, but she is a million fathoms deep.

-Ralph Waldo Emerson

I would feel more optimistic about a bright future for man if he spent less time proving that he can outwit Nature and more time tasting her sweetness and respecting her seniority.

-Elwyn Brooks White

We do not inherit this land from our ancestors; we borrow it from our children.

-Haida Indian saying

In wilderness is the preservation of the world.

-Henry David Thoreau (1817-1862)

As we increasingly recognize the need to recreate balance in the environment of our planet, we are called upon to create a commensurate balance in our inner environment.

-Findhorn Garden Book

Wherever we go in the wilderness, we find more than we seek.

- John Muir

In the end, we will conserve only what we love. We will love only what we understand. We will understand only what we are taught.

-Baba Dioum, Senegal

We are tired, never shaken, over-civilized people who are finding Nature is a necessity, that wilderness is freedom, that parks are fountains of life."

-John Muir