

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Deaver, Michael: Files
Folder Title: March 1984 Outgoing (7)
Box: 17

To see more digitized collections visit:

<https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:

<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

THE WHITE HOUSE

WASHINGTON

March 27, 1984

Dear Tom:

Thanks for your letter of March 21 and the attached article on the gender gap. I really appreciate your taking your time to apprise me of your opinions on the subject. I value your ideas.

With warm regards,

Sincerely,



MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

Mr. Thomas J. Donohue
Group Vice President, Development
Chamber of Commerce of the United States
of America
1615 H Street, N.W.
Washington, D.C. 20062

FYI

CHAMBER OF COMMERCE
OF THE
UNITED STATES OF AMERICA

THOMAS J. DONOHUE
GROUP VICE PRESIDENT, DEVELOPMENT

March 21, 1984

1615 H STREET, N.W.
WASHINGTON, D. C. 20062
202/463-5310

The Honorable Michael K. Deaver
Assistant to the President and
Deputy Chief of Staff
The White House
Washington, D.C. 20500

Dear Mike:

I wanted to call to your attention the attached article on the gender gap which appeared in Parade a few weeks ago. This "gap" is not what it's cracked-up to be.

The Administration would do well to hold on to its constituency and not lose it by trying to appease a vocal minority. The League of Women Voters recently completed a survey of their membership. You would think, after looking at their leadership, that their members would be young, liberal and vocal. This is not the case. Their average age is in the mid-fifties and their political preference is conservative. There's a lot to be learned from this.

Presently, more than 45 million women are in the work force - not all out of choice, but many out of the need to earn a living. Sell them the economic issues. That's what they are interested in.

Fairness is an issue that interests women, particularly in terms of the less advantaged. Show how the economic recovery particularly benefits those in the lower income brackets.

These are just some of my opinions, for what they're worth.

Sincerely,

attachment

Some surprising survey results reveal
what women voters really think

THE MYTH OF THE GENDER GAP



Controlling nuclear weapons—No. 1 for both women and men

Q What two issues do women and men think are the most important in 1984?

	WOMEN	MEN
CONTROLLING NUCLEAR WEAPONS	43%	34%
CONTROLLING INFLATION	32%	30%
REDUCING UNEMPLOYMENT	27%	29%
KEEPING WORLD PEACE	27%	24%
STRENGTHENING AMERICA'S NATIONAL DEFENSE	9%	21%
BALANCING FEDERAL BUDGET	12%	19%

MORE THAN HALF the votes cast in November's Presidential election will be cast by women. Which candidate will they support on such issues as unemployment, controlling inflation and strengthening America's defenses? Much has been written and said recently about a "gender gap" that exists between men and women as to which political party best handles these and other national issues. Women, favoring the Democratic Party since 1980, when Ronald Reagan first ran for President on the Republican ticket, were thought to have the potential to defeat him in 1984.

A survey conducted for PARADE by Mark Clements Research, Inc. has found men so enthusiastically Republican that women's support for the Democratic Party—faint in comparison—is not going to be nearly great enough to defeat President Reagan this fall.

"While a gender gap does exist at the present time," says Mark Clements, "if the election were held today, it would not have an effect on the outcome."

Beside the difference in party preference, there is another—surprising—factor that dulls the impact of the gender gap. Although women strongly support the Democratic Party's approach to social issues like equal rights for women and minorities, helping the poor and disadvantaged, and protecting the environment (as do men, by the way), when asked by PARADE if they would favor cutting those programs to reduce the federal deficit, more women—and men—said yes than no. Nor did those social concerns even figure in the issues women thought important in 1984. Again, no gender gap. Men and women agreed that the two most important issues in the Presidential election were controlling nuclear weapons—women felt more strongly about that than men—and controlling inflation.

"When it comes to reaching down into the pocketbook," says Clements, "men and women begin to look alike."

Women's increasing presence in the workplace in the last three decades has changed their

awareness of the impact of politics on the economy. And, as the PARADE poll indicates, the recently improved economy is the main reason the gender gap seems moot. Women, traditionally sensitive as consumers, are now also sensitive as earners relatively new to the job market. The number of women workers has more than doubled since 1950, from 17 million to 43 million, a jump from 29.2 percent of the total work force to 42.7 percent. Not only are women working for a second family income, but they are increasingly working for job satisfaction and career as well—and they are moving fast. Twenty-eight percent of all managers are women. Women are starting their own businesses at five to seven times the rate of men. The number of women earning \$25,000 or more has increased 2000 percent since 1960. According to the New York Stock Exchange, the typical investor in stocks over the last two years has been a married, working, college-educated woman in her 30s.

Women are directly affected by the improved economy, and they appear to be giving the credit to President Reagan.

In the area of national security, where the gender gap has been the strongest, neither men nor women favored cutting the defense budget as a means of reducing the federal budget deficit. On America's defense, the gender gap was scarcely visible. Women, like men, favored the Republicans on this issue, though by a lesser margin.

"The timing of the survey is probably a factor here," says Clements. "We talked to people not too long after the Marines were bombed in Beirut and invaded Grenada. It's been observed before that when there is any threat to the country, men—and women—close ranks behind the President."

The PARADE survey was based on 1003 personal telephone interviews conducted late last year, using a probability sample of men and women who voted in the last Presidential election. The overall findings are subject to a sampling error of 3 percentage points, 95 percent of the time.

As March moves inexorably toward November, the PARADE poll would indicate that Ronald Reagan, because of his foreign policy, will have some trouble with a gender gap. But as long as the economy continues to improve, women show no sign of wanting to defeat him in 1984.

BY MARGUERITE MICHAELS

Q In general, do you favor Democratic or Republican proposals for each of the following issues?

WHERE WOMEN AND MEN DIFFER / WHERE THEY DON'T

	PREFER DEMOCRATIC POLICIES		PREFER REPUBLICAN POLICIES		NEITHER		UNDECIDED	
	W	M	W	M	W	M	W	M
STRENGTHENING DEFENSES	32%	23%	44%	60%	7%	5%	17%	12%
CONTROLLING INFLATION	33%	27%	41%	56%	9%	8%	17%	9%
REDUCING UNEMPLOYMENT	41%	35%	31%	43%	9%	7%	19%	15%
CONTROLLING NUCLEAR WEAPONS	35%	34%	30%	37%	11%	13%	24%	16%
HELPING THE POOR AND DISADVANTAGED	51%	50%	25%	29%	6%	7%	18%	14%

Women in the workplace are crediting the improved economy to Ronald Reagan



Women voters are a majority in national elections



President Reagan on the campaign trail

Q How satisfied are you with the job that President Reagan has been doing?

WHAT WOMEN ACROSS AMERICA SAY

	SATISFIED	DISSATISFIED	UNDECIDED
ALL WOMEN	63%	36%	1%
WOMEN EARNING LESS THAN \$15,000	53%	46%	1%
WOMEN EARNING \$15,000 OR MORE	68%	31%	1%
HIGH SCHOOL GRADUATES OR LESS	60%	40%	0%
SOME COLLEGE OR MORE	66%	33%	1%



For some, jobs are the campaign issue

Q What do women and men think are the issues of most interest to each other?

Outside the political arena, the gender gap becomes a chasm. A full quarter of the men polled said they didn't know what was on women's minds. More than a third of the women polled said the same about men.

The women who said they knew what was on men's minds were right. Men said that most important to them were (1) unemployment, (2) providing for the family and (3) the economy in general. Women said exactly the same thing—in the same order.

Men also said they cared more about world peace and the changing social roles of men and women than interest rates and taxes. They listed job security as more important to them than inflation. Last on the list was national defense.

Men were not totally in touch with women's concerns. Men thought women cared most about the broad issue of equal rights and, more specifically, equal pay for equal work and the Equal Rights Amendment. However, women's first three concerns actually were (1) equal pay for equal work, (2) equal rights in general and (3) job discrimination. The Equal Rights Amendment was only in sixth place on their list. Abortion was higher, in fourth place.

Women also said they were more concerned about unemployment and the economy than they were about child care and balancing career demands with family obligations. Education was last on their list.

When there is any threat to the country, men and women close ranks



Inflation is a constant concern

THE WHITE HOUSE

WASHINGTON

March 28, 1984

MEMORANDUM TO THE HONORABLE WILLIAM J. CASEY
THE HONORABLE WILLIAM P. CLARK
THE HONORABLE RAYMOND J. DONOVAN
THE HONORABLE MARGARET M. HECKLER
THE HONORABLE DONALD T. REGAN

FROM: MICHAEL K. DEEVER *M*

SUBJECT: Presidential Trip - June 1, 1984

Each of you would enjoy returning to the land of your ancestors when the President travels to Ireland. Unfortunately that is not possible. The logistics involved in what has become a complicated tour - almost all movements by helicopter - require us to limit the number in the traveling party.

Thank you for your understanding.

THE WHITE HOUSE

WASHINGTON

March 27, 1984

Dear Dick:

Thank you for your letter of March 21, 1984 letting me know of your strong endorsement of Belden Bell for the position of Ambassador to Fiji.

I have taken the liberty of forwarding your correspondence on to John Herrington, the Director of Presidential Personnel, and have asked that he keep you posted.

Thank you for writing and for your interest in filling this position with a well-qualified candidate.

With best wishes,

Sincerely,



MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

The Honorable Dick Cheney
U. S. House of Representatives
Washington, D.C. 20515

DICK CHENEY
WYOMING

Congress of the United States

House of Representatives

WASHINGTON, D.C. 20515

March 21, 1984

The Honorable Michael K. Deaver
Deputy Chief of Staff to the President
The White House
Washington, D.C. 20500

Dear Mike:

It is my understanding that Fred J. Eckert will shortly be returning from his present assignment as Ambassador to Fiji.

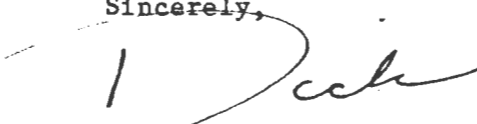
In that event, I would like to submit the name of Belden Bell for appointment to this foreign policy position.

I have known Belden both in his capacity as a congressional candidate in Southern Indiana and in his career in the foreign policy arenas of this administration. In addition to his present USIA congressional affairs post, Belden served as foreign policy and defense advisors coordinator under Richard Allen, later serving on the State Department Transition team and then as Deputy Assistant Secretary of State for Congressional Affairs at State.

Belden is a loyal Reagan supporter, serving on a voluntary basis for the Reagan campaign in 1980 where he performed extensive liaison services with Capitol Hill.

I feel Belden is qualified for this important post and that he would acquit himself well on behalf of his country and his President.

Sincerely,



Dick Cheney
Member of Congress

Enclosure

THE WHITE HOUSE

WASHINGTON

March 28, 1984

MEMORANDUM TO MICHAEL A. McMANUS
WILLIAM HENKEL
FRED RYAN
WILLIAM F. SITTMANN

FROM: MICHAEL K. DEEVER *M*

In order to ensure a smooth working relationship both within the White House and in our dealings with the political organizations for the up-coming campaign I would like to reiterate my position on contacts with the Republican National Committee and the Reagan-Bush '84 Re-Election Committee.

Channel all contact, written and oral through Margaret Tutwiler. In addition, if someone from the campaign contacts you directly, refer them to Margaret's office.

cc: Jim Baker
Ed Rollins

THE WHITE HOUSE

WASHINGTON

March 29, 1984

Dear Mr. Cooley:

I want you to know that the wine for Mr. Deaver that David Berkley wanted him to try has arrived in our office. Mr. Deaver sincerely appreciates your allowing him an opportunity to taste it. Your thoughtfulness which prompted your leaving it for him is greatly appreciated.

With best wishes,

Sincerely,



Donna L. Blume
Executive Assistant to
Michael K. Deaver

Mr. Robert A. Cooley
Director of Sales
Hacienda Wine Cellars
Post Office Box 416
Sonoma, California 94576

THE WHITE HOUSE
WASHINGTON


March 29, 1984

Michael:

Brought in for you by:

Robert A. Cooley
Director of Sales
Hacienda Wine Cellars
P.O. Box 416
Sonoma, California 94576

He said David Berkley wanted you to try it.



Rex W. Scouten
Chief Usher

THE WHITE HOUSE

WASHINGTON

March 29, 1984

MEMORANDUM TO THE HONORABLE DONALD T. REGAN

FROM: MICHAEL K. DEEVER 
SUBJECT: Economic Summit Schedule

As has always been the case, you will be included as a full participant in the Economic Summit with the President, Secretary of State and Personal Representative.

There are no social events included in the Summit schedule for the wives of participants. The State Dinner at Buckingham Palace includes only the President, Mrs. Reagan, Secretary Shultz, Allen Wallis and yourself. Therefore, all other wives have elected not to go with the exception of the First Lady.

As far as your schedule for the Summit, you can either be in London for the official arrival ceremonies on the 4th of June or for the first working session, June 7th.

Plan on returning with the President to Washington on June 10th on board Air Force I.

If you have any further questions, let me know.



THE SECRETARY OF THE TREASURY
WASHINGTON 20220

March 29, 1984

MEMORANDUM FOR THE HONORABLE MICHAEL K. DEEVER
DEPUTY CHIEF OF STAFF AND
ASSISTANT TO THE PRESIDENT

SUBJECT: Presidential Trip - June 1, 1984

I have your memorandum of March 28th concerning the President's trip to Ireland. It raises more questions than it answers.

I had understood the trips to Ireland and Normandy, France were to be in connection with the Economic Summit in London. Given this memo, should I expect to be invited or disinvited to attend the Economic Summit? If I am expected to go to the Economic Summit, should I expect to go with the President aboard Air Force One? If I am to travel on Air Force One, what should I plan to do while the President is in Ireland, if I am not supposed to go to Ireland? Also, are you planning to invite wives to this year's Summit? If you will recall the Versailles foul-up, my wife was the only one who was not invited to attend. Is the President still planning to go to France, and if so, what will my role be?

This memo comes on top of my inability to get an answer to my involvement in the President's trip to China before my departure. To put it mildly, this is not the kind of treatment that I've been accustomed to from your office.

Donald T. Regan

THE WHITE HOUSE

WASHINGTON

March 28, 1984

MEMORANDUM TO THE HONORABLE WILLIAM J. CASEY
THE HONORABLE WILLIAM P. CLARK
THE HONORABLE RAYMOND J. DONOVAN
THE HONORABLE MARGARET M. HECKLER
THE HONORABLE DONALD T. REGAN

FROM: MICHAEL K. DEEVER *M*

SUBJECT: Presidential Trip - June 1, 1984

Each of you would enjoy returning to the land of your ancestors when the President travels to Ireland. Unfortunately that is not possible. The logistics involved in what has become a complicated tour - almost all movements by helicopter - require us to limit the number in the traveling party.

Thank you for your understanding.

THE WHITE HOUSE

WASHINGTON

March 29, 1984

Dear Charlie:

Fred Fielding and I have discussed the materials you gave me regarding the Kansas City School desegregation case. Fred has been in touch with the Justice Department and informed them of the Hogan & Hartson letter. The Justice Department is aware of the case and is representing the Department of Housing and Urban Development.

I'll be in touch with you if I hear of any further developments.

With best wishes,

Sincerely,



MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

The Honorable Charles H. Price II
American Embassy
Grosvenor Square
London, S.W.1.

THE WHITE HOUSE
WASHINGTON

March 26, 1984

MEMORANDUM FOR MICHAEL K. DEEVER
ASSISTANT TO THE PRESIDENT
DEPUTY CHIEF OF STAFF

FROM: FRED F. FIELDING *[Signature]*
COUNSEL TO THE PRESIDENT

SUBJECT: Materials from Ambassador Price about
Kansas City School Desegregation Case

*Price
pls prepare
draft letter
to CP for
my sig.*

Craig Fuller asked me to review the materials you received from Ambassador Charles Price about the above-referenced case, which included a letter from Irvine Hockaday of Hallmark Cards and a copy of a letter previously sent to Peter Rusthoven of our office by Gerald Gilbert of Hogan & Hartson, a Washington law firm that evidently represents Hallmark.

After Peter received the letter from Gilbert, we confirmed that the Civil Division at the Department of Justice is representing the Department of Housing and Urban Development as one of the defendants in this desegregation suit, and sent the letter to Justice. We also suggested to Hogan & Hartson that it might want to communicate directly with Richard Willard, acting head of the Civil Division.

By way of background, you should know that Hallmark is a major Kansas City firm that apparently is interested in securing Federal funds to implement a voluntary desegregation plan that it believes would resolve this suit. The Justice Department is familiar with the suit and the settlement proposal, though it is my understanding that the extent of Federal funds that might be available to support a plan of this sort is limited.

At this stage, I do not think any White House involvement beyond referring the letter from Hogan & Hartson, which we have already done, is necessary or appropriate. I would recommend that you do no more than advise Ambassador Price that we had already received the letter from Hogan & Hartson and called it to the attention of the Justice Department.

Let me know if you have any questions; thank you.

cc: Craig L. Fuller

THE WHITE HOUSE

WASHINGTON

March 29, 1984

Dear Max:

Thank you for your letter of March 20, 1984, describing Pepsi-Cola's activities in China and your plans to be there during the President's visit.

While we have taken the position here of not endorsing any company's activities during the President's trip, I have had your letter forwarded to the Commerce Department, which is working with the Department of State and our Embassy in Beijing to provide appropriate assistance. To ensure that there is appropriate follow-through, I suggest that you contact directly Deputy Assistant Secretary of Commerce, Eugene Lawson, who has been given responsibility for this project.

Thanks again for your letter.

Sincerely,



MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

The Honorable Max L. Friedersdorf
Vice President
Public Affairs
PEPSICO, Inc.
Purchase, New York 10577



March 20, 1984

TO: The Honorable Michael Deaver
Assistant to the President
The White House

FROM: Max L. Friedersdorf *mlf.*

RE: Presidential Trip
Peoples Republic of China (PRC)

With regard to my request for White House approval to visit China during the Presidential trip, I am submitting the following report, as you requested:

Pepsi-Cola International established a bottling plant in Kwangtung Province, which started production in February, 1982 (see attachments). This plant is located in the southern region of China and is producing, at the present time, a total of 645,000 cases per year.

Pepsi-Cola is being sold to residents of this area in southern China and also is exported to Hong Kong. Pepsi-Cola is, of course, interested in expanding operations in the PRC where local labor is used to operate the plant.

Another major factor in our trade relations with the Chinese is PepsiCo's domestic restaurant chain, Pizza Hut of Wichita, Kansas. Pizza Hut is a major purchaser of mushrooms produced in China and imported 3.2 million pounds last year. The Chinese are interested in our expanding these purchases of mushrooms.

As you know, PepsiCo has agreed to supply, on a voluntary basis without remuneration, a supply of our products to the Presidential party for use at official functions during the President's trip to the PRC.

We have discussed this with the State Department and the Chinese Embassy in Washington and have signed a letter of intent to this effect. These products will be delivered to the various locations in China from our Pepsi-Cola plant in southern China for the purpose of providing refreshments at the various functions during the President's visit.

PEPSICO

The Honorable Michael Deaver

PepsiCo believes that the President's visit to China is of major significance and most critical to continuing and expanded trade relations between our country and the Chinese.

Because PepsiCo is a major trading partner with the Chinese, Mr. Donald M. Kendall, Chairman and Chief Executive Officer of PepsiCo, desires that we have a corporate representative in China during this most important mission by the President. Therefore, he has requested that Mrs. Friedersdorf and I travel to the PRC and, if at all possible, attend the various American and Chinese functions at Beijing during the President's visit.

We have discussed these intentions with the Chinese Embassy in Washington and they are most agreeable to our presence if approved by the White House, which will be handling, as you know, hotel and visa requests.

Pending your approval, Priscilla and I have booked commercial transportation to Beijing and return to New York as follows:

Friday, April 20, 1984

11:00 a.m. Depart JFK/NY via Northwest Flight #17

2:55 p.m. Arrive Tokyo, Japan - April 21, 1984

Saturday, April 21, 1984

4:40 p.m. Depart Tokyo via China Air Flight #930

9:45 p.m. Arrive Beijing

Sunday, April 29, 1984

8:20 a.m. Depart Beijing via China Air Flight #917

1:05 p.m. Arrive Tokyo, Japan

4:00 p.m. Depart Tokyo via Pan Am Flight #16

3:30 p.m. Arrive JFK/NY

PepsiCo earnestly solicits your approval of our participation by listing our names for visa approval to the Chinese and also assigning us a hotel in Beijing during the period of our stay.

Please let me know if I can provide any additional information pertaining to this request.

Attachments

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR THE HONORABLE MALCOLM BALDRIGE
The Secretary of Commerce

SUBJECT: Appropriate Events for U.S. Businessmen During
the President's Trip to China

Thank you for your letter of March 21 asking us to include David Fleming, President of GTE Communications Systems-Asia, and Ted Brophy, Chairman of the Board, in appropriate functions in China during the President's trip there.

As you might imagine, we are being deluged here, directly and indirectly, with letters from U.S. companies, either asking to include their Beijing representatives or visiting representatives, in appropriate functions there. Some are also requesting that the President visit their projects or mention their activities in some of the President's public remarks.

I believe such letters should be forwarded to the Department of Commerce for coordination with the Department of State and our Embassy in Beijing. The companies should deal directly with your coordinator for the trip, who I understand is Deputy Assistant Secretary Eugene Lawson, and with the Commercial Counselor at our Embassy in Beijing.

At this moment it appears the only functions to which U.S. businessmen can be invited are the reception for the American community at 7:00 p.m., Saturday, April 28, and possibly the President's Great Hall speech (Friday, April 27, at 1:30 p.m.) and the signing ceremony at the Great Hall on Monday, April 30, at 9:00 a.m., if these latter two events are in rooms of sufficient size. The final determination on this will have to be made later by the Embassy.

We will rely on your coordinator to make sure these requests from private sector business firms are properly coordinated with State and the Embassy. I would appreciate whatever role Commerce can play in taking these requests into account and being responsive to the private firms involved, within the limits of appropriateness and logistical limitations.

Thank you again for your letter.

Michael K. Deaver



April 4, 1984

The Honorable Michael K. Deaver
Assistant to the President
Deputy Chief of Staff
The White House
Washington, D. C. 20500

Dear Mike:

Many thanks for your kind letter concerning my request for travel approval to China during the Presidential trip.

I appreciate your forwarding my letter to the Department of Commerce, and I have arranged an appointment with Mr. Eugene Lawson, Deputy Assistant Secretary of Commerce, at 3:00 p.m. on Friday, April 6th.

I still have a question, however, concerning my ability to travel to China during the Presidential visitation. According to the Chinese Embassy, no visas will be issued or hotel accommodations allocated unless approved by the White House.

Priscilla and I have made our plane reservations, but I need to know if I am going to be on the White House list for visa approval and a room in Beijing.

Thank you very much for your attention and assistance and with warmest personal wishes, I am

Sincerely yours,

A handwritten signature in red ink that reads "Max".

Max Friedersdorf

THE WHITE HOUSE

WASHINGTON

March 29, 1984

Dear Max:

Thank you for your letter of March 20, 1984, describing Pepsi-Cola's activities in China and your plans to be there during the President's visit.

While we have taken the position here of not endorsing any company's activities during the President's trip, I have had your letter forwarded to the Commerce Department, which is working with the Department of State and our Embassy in Beijing to provide appropriate assistance. To ensure that there is appropriate follow-through, I suggest that you contact directly Deputy Assistant Secretary of Commerce, Eugene Lawson, who has been given responsibility for this project.

Thanks again for your letter.

Sincerely,



MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

The Honorable Max L. Friedersdorf
Vice President
Public Affairs
PEPSICO, Inc.
Purchase, New York 10577



March 20, 1984

TO: The Honorable Michael Deaver
Assistant to the President
The White House

FROM: Max L. Friedersdorf *mlf*

RE: Presidential Trip
Peoples Republic of China (PRC)

With regard to my request for White House approval to visit China during the Presidential trip, I am submitting the following report, as you requested:

Pepsi-Cola International established a bottling plant in Kwangtung Province, which started production in February, 1982 (see attachments). This plant is located in the southern region of China and is producing, at the present time, a total of 645,000 cases per year.

Pepsi-Cola is being sold to residents of this area in southern China and also is exported to Hong Kong. Pepsi-Cola is, of course, interested in expanding operations in the PRC where local labor is used to operate the plant.

Another major factor in our trade relations with the Chinese is PepsiCo's domestic restaurant chain, Pizza Hut of Wichita, Kansas. Pizza Hut is a major purchaser of mushrooms produced in China and imported 3.2 million pounds last year. The Chinese are interested in our expanding these purchases of mushrooms.

As you know, PepsiCo has agreed to supply, on a voluntary basis without remuneration, a supply of our products to the Presidential party for use at official functions during the President's trip to the PRC.

We have discussed this with the State Department and the Chinese Embassy in Washington and have signed a letter of intent to this effect. These products will be delivered to the various locations in China from our Pepsi-Cola plant in southern China for the purpose of providing refreshments at the various functions during the President's visit.

PEPSICO

The Honorable Michael Deaver

PepsiCo believes that the President's visit to China is of major significance and most critical to continuing and expanded trade relations between our country and the Chinese.

Because PepsiCo is a major trading partner with the Chinese, Mr. Donald M. Kendall, Chairman and Chief Executive Officer of PepsiCo, desires that we have a corporate representative in China during this most important mission by the President. Therefore, he has requested that Mrs. Friedersdorf and I travel to the PRC and, if at all possible, attend the various American and Chinese functions at Beijing during the President's visit.

We have discussed these intentions with the Chinese Embassy in Washington and they are most agreeable to our presence if approved by the White House, which will be handling, as you know, hotel and visa requests.

Pending your approval, Priscilla and I have booked commercial transportation to Beijing and return to New York as follows:

Friday, April 20, 1984

11:00 a.m. Depart JFK/NY via Northwest Flight #17

2:55 p.m. Arrive Tokyo, Japan - April 21, 1984

Saturday, April 21, 1984

4:40 p.m. Depart Tokyo via China Air Flight #930

9:45 p.m. Arrive Beijing

Sunday, April 29, 1984

8:20 a.m. Depart Beijing via China Air Flight #917

1:05 p.m. Arrive Tokyo, Japan

4:00 p.m. Depart Tokyo via Pan Am Flight #16

3:30 p.m. Arrive JFK/NY

PepsiCo earnestly solicits your approval of our participation by listing our names for visa approval to the Chinese and also assigning us a hotel in Beijing during the period of our stay.

Please let me know if I can provide any additional information pertaining to this request.

Attachments

THE WHITE HOUSE

WASHINGTON

March 29, 1984

Dear Mac:

Thank you for your letter of March 21 asking us to include David Fleming, President of GTE Communications Systems-Asia, and Ted Brophy, Chairman of the Board, in appropriate functions in China during the President's trip there.

As you might imagine, we are being deluged here, directly and indirectly, with letters from U.S. companies, either asking to include their Beijing representatives or visiting representatives in appropriate functions there. Some are also requesting that the President visit their projects or mention their activities in some of the President's public remarks.

I believe such letters should be forwarded to the Department of Commerce for coordination with the Department of State and our Embassy in Beijing. The companies should deal directly with your coordinator for the trip, who I understand is Deputy Assistant Secretary Eugene Lawson, and with the Commercial Counselor at our Embassy in Beijing.

At this moment it appears the only functions to which U.S. businessmen can be invited are the reception for the American community at 7:00 p.m., Saturday, April 28, and possibly the President's Great Hall speech (Friday, April 27, at 1:30 p.m.) and the signing ceremony at the Great Hall on Monday, April 30, at 9:00 a.m., if these latter two events are in rooms of sufficient size. The final determination on this will have to be made later by the Embassy.

We will rely on your coordinator to make sure these requests from private sector business firms are properly coordinated with State and the Embassy. I would appreciate whatever role Commerce can play in taking these requests into account and being responsive to the private firms involved, within the limits of appropriateness and logistical limitations.

Thank you again for your letter.

Sincerely,

A handwritten signature in cursive script, appearing to read "Mike".

MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

The Honorable Malcolm Baldrige
Secretary of Commerce
Washington, D.C. 20230

THE SECRETARY OF COMMERCE
WASHINGTON

March 21, 1984

Honorable Michael K. Deaver
Deputy Chief of Staff and
Assistant to the President
The White House
Washington, D.C. 20500

Dear Mike,

Should there be an opportunity during the President's trip to China to invite the participation of American businessmen, I would like to recommend that you include David Fleming, President of GTE Communications Systems-Asia. Ted Brophy, Chairman of the Board, and David Fleming are making a major effort in China and I think it would serve us well to have representatives of GTE present at any of the official functions.

Sincerely,



Malcolm Baldrige

MEMORANDUM

NATIONAL SECURITY COUNCIL

ACTION

March 28, 1984

MEMORANDUM FOR MICHAEL K. DEEVER

FROM:

ROBERT M. KIMMITT *Bk*

SUBJECT:

Letters to You from Secretary of Commerce Baldrige
and Pepsico Vice President Max Friedersdorf

Secretary of Commerce Mac Baldrige and Pepsico Vice President Max Friedersdorf wrote you (Tab A) with requests for involvement of American businessmen in appropriate functions in Beijing during the President's trip to China. Attached at Tab B are suggested replies from you.

David Laux on our staff has worked out a procedure with State and Commerce Departments for handling these queries, since we probably will be getting a number of similar requests over the next few weeks. Commerce has designated a "coordinator" for the President's trip to China--Deputy Assistant Secretary Eugene Lawson (377-5251). With State's blessing--since they are already overtaxed with other preparations for the trip--we will forward all letters received from business firms at the White House to Commerce for Lawson to deal with. He will coordinate his responses with the NSC staff and State and insure that the Embassy in Beijing is appropriately informed. This should take the workload off both us and State and insure that such queries are responsively handled.

Attachments:

Tab A Incoming correspondence
Tab B Proposed replies