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THE WHITE HOUSE

WASHINGTON

May 19, 1982

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: WILLIAM F. SITTMANN *w*

SUBJECT: HOWARD UNIVERSITY / AMWAY

Buck Byers has planted a seed of what he thinks might help make the Howard University event more of a financial success.

Rich DeVos (head of fundraising at the RNC) and Jay VanAndel of Amway may consider making a sizable contribution (\$25,000) to Howard if they were assured that the President would recognize such money and them at the event tomorrow night.

Buck has spoken to Casey Wondergem, the public relations person from Amway about this. Casey seemed to be quite favorable to the idea of an Amway contribution.

What needs to be done from here is that you need to call Rich DeVos tomorrow morning before 10:00 at the Republican National Committee. In your conversation, you will probably have to commit the President to thanking Rich in his remarks if Amway agrees to donate the money.

The Finance Division number at the RNC is 484-6730.

THE WHITE HOUSE

WASHINGTON

January 5, 1982

Dear Dr. Cheek:

Thank you so much for sending me your proposal, "An Evening with President Reagan". As you are probably aware, Thelma Duggin, of my staff, has been in contact with Dr. Estep and Mrs. Burnette regarding this event.

We are presently considering a date in early spring for a reception. As soon as we can arrange a date on the President's schedule, my office will contact you so that you can proceed to develop all of the specifics.

Again, thank you, and I am looking forward to a delightful reception for Howard University.

Sincerely,



Elizabeth H. Dole
Assistant to the President
for Public Liaison

Dr. James E. Cheek
President
Howard University
Washington, D.C. 20001

HOWARD UNIVERSITY
WASHINGTON, D. C. 20008

DEPARTMENT OF DEVELOPMENT

copy given
to Mrs. Dale
2-2-82

Elly
you of

January 28, 1982

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

I must
resolve this!

Dear Mike:

I am writing to follow-up on Dr. Cheek's letter to you of November 12, 1981, and to ask if you will assign someone on your staff to guide the development of the plan for Howard University which Dr. Cheek and President Reagan discussed last July. We are very eager to move the proposed eight areas for cooperation forward at the earliest possible time.

Let me hear from you soon, Mike. Warm regards.

Sincerely yours,



Alice Green Burnette
Director of Development

P.S. We are so eager, Mike, to develop our relationship with the Administration so that it can be shown publicly as a positive expression of confidence and goodwill.

HOWARD UNIVERSITY

WASHINGTON, D.C. 20008

DEPARTMENT OF DEVELOPMENT

May 28, 1981

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

Dear Mike:

With your help, I met Senator Paul Laxalt on Monday, May 18, 1981. He expressed great interest in helping me contact Mr. Harry Wald, President of Caesars Palace, and placed a call to him for me.

As a result of Senator Laxalt's help and after speaking with Mr. Wald, I am mailing today a request for major funding from Caesars Palace to be provided to Howard University in memory of Joe Louis. A copy of the proposal is enclosed.

We really need help from you to secure this funding. Please make whatever calls you feel would be appropriate in this regard.

Many thanks, and warmest best wishes.

Sincerely yours,



Alice Green Burnette
Director of Development

Enclosures

HOWARD UNIVERSITY

WASHINGTON, D.C. 20008

DEPARTMENT OF DEVELOPMENT

May 28, 1981

The Honorable Paul Laxalt
United States Senator
315 Russell Senate Office Building
Washington, D.C. 20510

Dear Senator Laxalt:

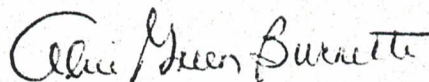
I am enormously grateful for your assistance to Howard University in contacting Caesars Palace.

Mr. Wald called me on May 20, 1981, after your conversation with him.

I have enclosed a copy of the proposal I am mailing today for consideration by the Board of Directors of Caesars Palace. I need your advocacy now, more than ever, to help us secure the requested funding. I would, therefore, be most appreciative if you would support this request for a major philanthropic gesture by Caesars Palace.

I thank you for your interest in Howard University.

Sincerely yours,



Alice Green Burnette
Director of Development

Enclosures

cc: The Honorable Michael K. Deaver

HOWARD UNIVERSITY
WASHINGTON, D. C. 20008

DEPARTMENT OF DEVELOPMENT

May 28, 1981

Mr. Harry Wald
President
Caesars Palace
3570 Las Vegas Boulevard South
Las Vegas, Nevada 89109

Dear Mr. Wald:

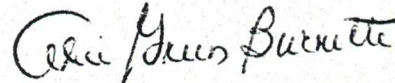
I am writing to follow-up on the contact with you which was made in behalf of Howard University by Senator Paul Laxalt on Wednesday, May 20, 1981, and my telephone conversation with you of that same date. I am deeply appreciative for your willingness to take this request for major grant support to the Board of Directors of Caesars Palace.

An endowed fund, established in perpetuity at Howard University by Caesars Palace, would serve as a lasting memorial to Joe Louis and would benefit countless youngsters as they pursue the educational opportunities he could not enjoy. During his lifetime, Joe Louis recognized the unique character of this institution. I hope that you will join with us in keeping his memory alive through a major public expression of corporate philanthropy.

The enclosed proposal provides background on Howard University; information on the University's broad fundraising program; a listing of the Howard University International Sponsors' Council membership; the rationale for this specific funding opportunity; and options for funding for your consideration.

Please call me, Mr. Wald, if you need any further information to facilitate a positive review of this proposal. I am most grateful for your interest in Howard University.

Sincerely yours,



Alice Green Burnette
Director of Development

cc: The Honorable Michael Deaver
The Honorable Paul Laxalt
Dr. Roger D. Estep
Dr. Joseph Harris

**Request for Major Corporate Support
Presented To:**

**The Board of Directors
Caesars Palace**

**To Establish An Endowed Fund at
Howard University
In Memory of Joe Louis**

Contact: Alice Green Burnette

Alice Green Burnette
Director of Development
Howard University
Washington, D.C. 20008
(202) 686-6606
(202) 686-6752

May 28, 1981

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"... Another time, he was asked his biggest thrill. "I was able to pay for my sister to go to Howard University," said Louis, who was the son of an Alabama share-cropper and had only a sixth-grade education. "My mother and me went down to Washington for the graduation. The three of us walked across the campus. That was the biggest thrill of my life..."

Quoted from New York Times, April 14, 1981

Mrs. Vunies Barrow High, affectionately known to her brother as "Penny", was a 1940 cum laude graduate of Howard University, receiving the B.A. degree in History. She is now employed in the Detroit Public School System as a counselor.

Introduction

Howard University requests major grant support from Caesars Palace in order to endow a fund in memory of Joe Louis. It is suggested that this endowed fund be administratively housed in the Department of History in order to secure the link among Joe Louis, his sister -- Mrs. Vunies Barrow High, and Howard University.

Equally important is the opportunity to highlight -- through the Department of History -- Joe Louis' unique contribution in helping black Americans overcome the psychology of oppression which has characterized their history, and to reinforce the Department's mission: the imaginative reconstruction and interpretation -- through teaching, research, and writing -- of the experience of all segments of humankind; that mission not only pertains to the training of professional historians, but to the preparation of the liberally educated individual.

The role of the black professional athlete in the social history of black Americans is a topic of considerable interest. The influence of Joe Louis was so great that it is not completely understood even today. The symbolic, role-modeling effects of his success helped to alleviate the negative social, political and cultural milieu which has characterized the history of black Americans. These effects were coupled with a profound love of the man on the part of black and white Americans which became evident upon his death.

We know of Joe Louis' respect for the value of education. An uneducated man himself, Louis vicariously experienced the educational experience through the accomplishments of his family members.

Howard University presents itself to Caesars Palace as the only institution or organization with both the historical commitment and current capability to receive and maintain a memorial in perpetuity in Joe Louis' name. We strongly encourage the Board of Directors of Caesars Palace to take this opportunity to make a positive public statement -- by awarding the requested support -- which will have lasting benefits to untold numbers of future Howard University students. Howard University reaches out to form a partnership with Caesars Palace to this end.

Overview of Howard University

Over the one hundred and fourteen years since its founding by an Act of Congress in 1867, Howard University -- an international University -- has relentlessly pursued its mission: to provide superlative educational opportunities for persons who have traditionally been denied access to higher education for reasons other than their intellectual capabilities.

Howard stands among the few institutions of higher learning where black Americans and other minorities can participate freely in a truly comprehensive university experience. Thus, Howard has assumed a special responsibility to prepare its students to exercise leadership wherever their interests and commitments take them.

"What we have done," notes Howard University President James E. Cheek, "is to establish Howard as a unique national resource to develop the knowledge, the social technology, and indeed, the humanism that our nation requires to fulfill its destiny as a free republic."

As a result of Howard's unique stature and commitment to excellence, the University has educated more than 40,000 men and women. These people represent the majority of the black scholars and professionals in the United States, and constitute a large cadre of the leadership of emerging nations of the third world. It has produced an overwhelming percentage of the nation's practicing black physicians, dentists, social workers, lawyers, and engineers, and its graduates have made lasting contributions in the disciplines of the arts, the humanities, and the natural and social sciences.

The educational programs at Howard University are diversified and appealing to the more than 11,000 students who enroll annually. Students come from 48 states in the Union, most of the American territories, and more than 90 foreign countries. Howard has 17 fully accredited schools and colleges, awards doctorates in 23 fields, and offers approximately 50 major graduate and professional programs and more than 80 major undergraduate programs.

During the 1970's, Howard's most rapid expansion occurred. The University's operating budget in the 1968-1969 fiscal year was more than \$32 million. Ten years later, the operating budget was more than \$146 million, excluding maintenance of the Howard University Hospital and the construction of new facilities. Also in this ten year time-frame, Howard's faculty increased from 644 full-time faculty members to more than 1,400 faculty members, with more than 65 percent holding earned doctorates or equivalent professional degrees.

Eight new schools and nine research institutes were added in the 1970's, including the Cancer Center, the Center for Sickle Cell Disease, and a 500-bed teaching and research hospital. Also established were the Howard University Press, which has published more than 60 books in a variety of disciplines; WHUR-FM, a 50,000-watt commercial radio station; and WHMM-TV, the first educational television station owned by a predominantly black university. Both the radio and television stations provide training opportunities for students.

The Howard University New Direction Fund

Howard University is challenging American philanthropy as no other historically black institution ever has before. To obtain the resources which are urgently needed to maintain and expand its academic programs, Howard University has undertaken a campaign to raise One Hundred Million Dollars from private sector sources; this campaign is known as The New Direction Fund. Progress to date (see enclosed Summary Report) is encouraging, but much more is needed.

Howard will continue to rely on its International Sponsors' Council (see enclosed listing) to obtain the resources which still must be raised. The Council -- a group of volunteers from the corporate, civic, government, and diplomatic communities -- is providing leadership and guidance to Howard University in developing an expanded base of financial supporters in the private sector. It was through Council member Michael K. Deaver that guidance was provided in connection with this request to Caesars Palace.

Options for Funding Consideration

The Department of History at Howard University enrolls approximately 70 graduate students and 50 undergraduate majors. At the undergraduate level, the principal concern of the Department is to provide instruction on the tools and interpretation of history as well as the facts over time, with particular focus on Africans and their descendants abroad. At the graduate level, the aim is to provide indepth instruction in specialized areas of history and on the professional use of tools for historical research and teaching. The B.A., M.A., and Ph.D. degrees are offered by the Department.

There are 23 members of the faculty in the Department of History, all but one of whom hold the earned doctorate. One-third of the faculty in the Department are women. Also, the faculty is multi-racial in composition, with four American whites, two Africans, three from the Caribbean, and one Chinese, along with American black persons represented. Many members of the faculty received their doctoral degrees at universities overseas.

In addition, the Department has a University-wide impact in that instruction is provided to more than 2,200 students annually through service courses.

The following prioritized options for funding consideration have been developed for consideration by the Board of Directors of Caesars Palace. Support may be pledged and paid in annual installments.

The Endowed Distinguished Professorship in History in Memory of Joe Louis

Funding Required: \$1,500,000

- ...A timeless tribute.
- ...A living memorial.
- ...Affirmation of intellectual values.

These phrases all aptly describe the establishment of endowed academic chairs. By recognizing superior performance, by extending to preeminent scholars the opportunity to seek knowledge at its frontier, and by providing the financial atmosphere for utmost freedom in intellectual inquiry, the establishment of endowed academic chairs is critically important in assuring intellectual excellence in teaching and research.

Endowment funds undergird and guarantee the independence of Howard University. Building the endowment to a significant level must be the University's top priority. Only with the financial stability provided by such funds will Howard be less vulnerable to the capriciousness of public sector support and to the general underfunding provided by traditional sources in the private sector. Only with adequate endowment funds will Howard be able to exert its independence and leadership in order to respond to those critical issues which face the nation and to those critical concerns which address the mission of this institution. The availability of endowed funds enables Howard to direct and allocate its resources to those areas where response is both appropriate and necessary.

Howard University is not alone among the great American universities in recognizing the need for endowed funds for academic chairs. In the Campaign for Yale conducted in 1974-79, \$22.5 million was raised to create 24 new endowed professorships. Of the \$225 million sought by the MIT Leadership Campaign, the largest component was \$50 million to be allocated to faculty endowment. MIT sought these funds to augment the 70 fully endowed chairs it already had, with a faculty slightly in excess of 900. At the present time, Howard University has one endowed chair, and a full-time faculty of 1,400. The challenge faced by this institution is substantial.

The opportunity to make appointments of special distinction with the naming of scholars to endowed academic chairs enables Howard University to bestow the highest honor on members of its faculty. By attracting and supporting distinguished academicians to endowed chairs, Howard can provide the ultimate reward for achievement. The chair holders, in turn, bring renown to the University by accepting such appointments. The desire to establish an endowed chair in the Department of History has been under discussion by the faculty for some time.

The proposed Endowed Distinguished Professorship would attract a mature scholar who is broadly knowledgeable about the field of History. The Professor would be a person whose skill and expertise in teaching and research are internationally recognized. The Professor, by virtue of his stature, would challenge and encourage his colleagues and students. The Professor would provide University-wide lectures; lead seminars, symposia and colloquia on topics which are at the cutting edge of the discipline; assist in curriculum development projects; and provide leadership and guidance to faculty and students.

By providing the requested support, the Board of Directors of Caesars Palace would express its belief in the need to pursue knowledge at its cutting edge. The establishment of the Endowed Distinguished Professorship could, thus, provide Caesars Palace with an opportunity to contribute to the underpinning of Howard University and to establish -- in perpetuity -- a living memorial to Joe Louis.

Only the income generated by the principal is used to meet the expenses of the Endowed Distinguished Professorship. Thus, the principal serves as a living testament to preserve the contribution of the donor.

Endowed Graduate Student Fellowship and Research Fund in History in Memory of Joe Louis

Funding Required: \$1,000,000

This Endowed Fund would provide countless opportunities for students whose achievements and contributions to our nation and our world might otherwise be lost.

With a current enrollment of more than 11,000 students, Howard University continues to be the fountainhead for educating black and other minority professionals throughout the nation and the world. The University also offers the undergraduate student a myriad of opportunities to explore the various fields of knowledge. In actively seeking to enroll large numbers of students from needy backgrounds, the University must assume the concurrent responsibility to assist those students. For them, the most persistently unyielding barrier to higher education is the financial one. This problem is particularly acute at the graduate level.

In a recent study of eleven predominately white institutions whose educational standards, curricula and enrollments are similar to those of Howard, two statistical comparisons were apparent:

In total student aid expenditures, Howard University ranked next to last.

In total endowment, and in endowment per student, Howard University ranked last.

The requested support would enable graduate students in history to receive fellowships for study at Howard University and to receive support for the critically important work of travel and study abroad. The importance of research on an international level is more pressing at Howard than at most institutions of higher learning (see enclosed "The Howard Connection"). Because of our historical commitment to inquiry in Africa and the Carribean, we must find the support necessary to enable graduate students to pursue their studies overseas.

Howard must seek increased support from friends in the private sector if the University is to adequately meet the pressing needs of its students over the long-range. Only with this kind of help will Howard be able to provide a dependable source of funds for student aid, thereby insuring that many more deserving and qualified students will be able to enter the American mainstream where they can contribute to maintaining our way of life. Both the nation and the world need the development of the precious potential within these young people whose contributions to a better future will otherwise be deferred -- or lost. These young aspirants are at a crucial point in developing life-long attitudes toward education and career goals. They are especially vulnerable to disappointment and frustration as they seek to develop to their maximum capabilities.

We cannot afford to lose these young people who could help build a brighter future for all of us, but who presently need a little help themselves.

Endowed Fund for Junior Faculty Development and Research Initiation in History
in Memory of Joe Louis

Funding Required: \$750,000

It is often said that students are as good as the instruction they receive. Howard University recognizes that learning for teachers must continue or the teachers' knowledge becomes outdated and stale. Howard also recognizes that excellence in teaching is intimately related to excellence in research. University funds are generally unavailable to adequately support the creative capabilities of the faculty; this is especially true for younger faculty members. Therefore, some are not able to live up to their true potential as teachers, scholars, and researchers.

More than any other factor, the quality of the faculty determines the quality of the department, the college, and the University. Not only do professors of eminence provide a high level of teaching and research, but they attract distinguished colleagues and exceptionally able junior faculty members and students, as well.

Howard recognizes that the best faculty members always are in demand and that to retain those already on its faculty and to recruit and hold additional numbers of the nation's top teacher-scholars will require substantially increased support. Howard must be competitive in this area to prevent a "brain drain" of its most gifted faculty members and to assist in the recruitment of others.

Provision of an adequate amount of time for research and publishing is considered especially critical during the formative years of the young academician. A junior faculty development and research initiation program would be a tremendous help in providing these people with the resources for advancement and professional satisfaction as they progress in academic responsibility.

Howard desires to establish the proposed Fund so that a reasonable number of our promising younger faculty members in the Department of History can engage their creative talents, leading ultimately to new knowledge and techniques that will assist in solving problems, and to the further stimulation of senior faculty. Support would allow for faculty released time for further study in order to complete the Ph.D., to complete postdoctoral study, and to provide time for publishing. In addition, the funds would permit small research start-up grants to young faculty members to enable them to develop their investigative projects.

Endowed Competitive Graduate Student Essay in History Fund in Memory
of Joe Louis

Funding Required: \$250,000

Howard University has an obligation to identify and nurture academically talented students toward their self-development and contributions to the larger community. Howard is not willing to abdicate its mission to any other university.

The proposed Fund would help the faculty of the Department of History in the important work of identifying and encouraging young graduate students in the development of excellence.

It is proposed that an annual seminar be sponsored, at which time students will present papers on topics in areas of social history. These papers will be reviewed by a panel of faculty which will award first, second and third prizes. Papers will be evaluated on the basis of excellence in research and writing.

It is anticipated that the proposed Fund would stimulate excellence in scholarship and would also assist in meeting the financial aid needs of students.

Conclusion

In the fulfillment of its unique social mission, Howard University seeks support from Caesars Palace to develop inquiring and discriminating minds; to educate youth to perform the functions of effective citizenship intelligently and responsibly; to develop scholars; and to encourage research to extend the boundaries of knowledge.

Howard University, having made great strides in attracting and retaining an excellent faculty and student body, has cause for pride but not for complacency. If the University is to continue its mission of affording young men and women of disadvantaged circumstances the opportunity to acquire the knowledge and skills necessary to become useful members of society, then it will need the resources to educate those students. With these increased resources, Howard University can stand on the firm financial foundation that characterizes any truly great institution of higher learning. We invite Caesars Palace to invest in Howard University toward that end, by establishing a permanent memorial to the late Joe Louis.

HOWARD UNIVERSITY
WASHINGTON, D.C. 20008
Department of Development
(202) 686-6752

*make
file -
Howard
min*

Date: May 26, 1981

To Mr. Michael Deaver
From: Alice Green Burnette *Ellie*

- For your information.
- Please handle.
- Please advise.
- Please note and file.
- Please note and return.
- Please note and see me.
- Please note and route as indicated.
- Please acknowledge.
- Please draft reply for my signature.
- As requested.
- Comments.
- Per conversation.

REMARKS:

Per conversation on May 1, 1981.
Note follow-up by Charls Walker
and David Packard.

Please let me know if you have
spoken with Mr. Annenberg about Council
Chairmanship.

May 12, 1981

Mr. David H. Murdock
Chairman
David H. Murdock Development Company
10889 Wilshire Boulevard, Suite 1601
Los Angeles, California 90024

Dear Mr. Murdock:

Mike Deaver and Charlie Walker have suggested you for membership on the Howard University International Sponsors' Council.

I have been closely involved with Howard University during the past few years because I believe Howard has a very important role in minority education in this country. It is the largest University with a black majority in its student body and being located in Washington, D. C., it has high visibility and thus enjoys a leadership role in improving minority education.

I hope you will find it possible to visit Howard when you are in Washington in the near future, or I could ask Alice Green Burnette, who is Howard's Director of Development, to call on you in Los Angeles.

The work of the Council will take very little of your time and I know you would find it interesting. I hope you will join us.

Sincerely,

David Packard

DP/lgk

bcc: Alice Green Burnette

May 21, 1981

Mr. C. Peter McColough
Chairman
Xerox Corporation
Stamford, Connecticut 06904

Dear Peter:

Mike Deaver and I are assisting Howard University in an effort to get leading business men to join the University's International Advisory Board. Our mutual friend, Bob Strauss, told me that you might be interested in discussing the matter with the Howard people.

The Council (a list of current members is enclosed) is a group of corporate, civic and diplomatic leaders who are providing volunteer leadership to the Howard University New Direction Fund, a campaign to raise \$100 million from private sector sources. Council members are asked to serve a minimum of one year, to permit use of their names in endorsements of the Fund, to participate in an annual meeting, to assist in recruitment of new members, and to help in major gift solicitation efforts. I can testify to the fact that membership is not time consuming; Howard University provides good staff support to Council members.

Will you meet with Mrs. Alice Green Burnette, Howard's Director of Development, to discuss the possibility of membership on your part? She would be pleased to call on you in your office at your convenience.

With best personal regards,

Sincerely,

Enclosure

151
Charles E. Walker
Chairman

P. S. Mike Deaver is approaching Walter Annenberg with a request that he join the Council and serve as its new chairman.

cc: Mrs. Alice Green Burnette

May 21, 1981

Mr. Dwayne O. Andreas
ADM Industries
212 South 2nd Street
Elkhart, Kndiana 46514

Dear Dwayne:

Mike Deaver and I are assisting Howard University in an effort to get leading business men to join the University's International Advisory Board. Our mutual friend, Bob Strauss, told me that you might be interested in discussing the matter with the Howard people.

The Council (a list of current members is enclosed) is a group of corporate, civic and diplomatic leaders who are providing volunteer leadership to the Howard University New Direction Fund, a campaign to raise \$100 million from private sector sources. Council members are asked to serve a minimum of one year, to permit use of their names in endorsements of the Fund, to participate in an annual meeting, to assist in recruitment of new members, and to help in major gift solicitation efforts. I can testify to the fact that membership is not time consuming; Howard University provides good staff support to Council members.

Will you meet with Mrs. Alice Green Burnette, Howard's Director of Development, to discuss the possibility of membership on your part? She would be pleased to call on you in your office at your convenience.

With best personal regards,

Sincerely,

/s/

Charls E. Walker
Chairman

Enclosure

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cc: Mrs. Alice Green Burnette

May 21, 1981

Edward Bennett Williams, Esquire
Williams and Connolly
839-17th Street, Northwest
Washington, D. C. 20006

Dear Ed:

Mike Deaver and I are assisting Howard University in an effort to get leading business men to join the University's International Advisory Board.

The Council (a list of current members is enclosed) is a group of corporate, civic and diplomatic leaders who are providing volunteer leadership to the Howard University New Direction Fund, a campaign to raise \$100 million from private sector sources. Council members are asked to serve a minimum of one year, to permit use of their names in endorsements of the Fund, to participate in an annual meeting, to assist in recruitment of new members, and to help in major gift solicitation efforts. I can testify to the fact that membership is not time consuming; Howard University provides good staff support to Council members.

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Sincerely,

151
Charles E. Walker
Chairman

Enclosure

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cc: Mrs. Alice Green Burnette

May 21, 1981

Robert Strauss, Esquire
Senior Partner
Akin, Gump, Strauss, Hauer & Feld
1333 New Hampshire Avenue, Northwest
Washington, D. C. 20036

Dear Bob:

Mike Deaver and I are assisting Howard University in an effort to get leading business men to join the University's International Advisory Board.

The Council (a list of current members is enclosed) is a group of corporate, civic and diplomatic leaders who are providing volunteer leadership to the Howard University New Direction Fund, a campaign to raise \$100 million from private sector sources. Council members are asked to serve a minimum of one year, to permit use of their names in endorsements of the Fund, to participate in an annual meeting, to assist in recruitment of new members, and to help in major gift solicitation efforts. I can testify to the fact that membership is not time consuming; Howard University provides good staff support to Council members.

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With best personal regards,

Sincerely,

/S/

Enclosure

Charls E. Walker
Chairman

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cc: Mrs. Alice Green Burnette

May 21, 1981

Mr. Frederic V. Malak
Executive Vice President
Marriott Corporation
Marriott Drive
Washington, D. C. 20058

Dear Fred:

Mike Deaver and I are assisting Howard University in an effort to get leading business men to join the University's International Advisory Board.

The Council (a list of current members is enclosed) is a group of corporate, civic and diplomatic leaders who are providing volunteer leadership to the Howard University New Direction Fund, a campaign to raise \$100 million from private sector sources. Council members are asked to serve a minimum of one year, to permit use of their names in endorsements of the Fund, to participate in an annual meeting, to assist in recruitment of new members, and to help in major gift solicitation efforts. I can testify to the fact that membership is not time consuming; Howard University provides good staff support to Council members.

Will you meet with Mrs. Alice Green Burnette, Howard's Director of Development, to discuss the possibility of membership on your part? She would be pleased to call on you in your office at your convenience.

With best personal regards,

Sincerely,

15/

Enclosure

Charls E. Walker
Chairman

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cc: Mrs. Alice Green Burnette

May 21, 1981

Mr. William Howard Beasley III
Chief Executive Officer
Velsicol Chemical Corporation
341 East Ohio Street
Chicago, Illinois 60611

Dear Howard:

Mike Deaver and I are assisting Howard University in an effort to get leading business men to join the University's International Advisory Board.

The Council (a list of current members is enclosed) is a group of corporate, civic and diplomatic leaders who are providing volunteer leadership to the Howard University New Direction Fund, a campaign to raise \$100 million from private sector sources. Council members are asked to serve a minimum of one year, to permit use of their names in endorsements of the Fund, to participate in an annual meeting, to assist in recruitment of new members, and to help in major gift solicitation efforts. I can testify to the fact that membership is not time consuming; Howard University provides good staff support to Council members.

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Sincerely,

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Charles E. Walker
Chairman

Enclosure

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cc: Mrs. Alice Green Burnette

Howard University
INTERNATIONAL SPONSORS' COUNCIL

CHAIRMAN

The Honorable Edward W. Brooke*
Attorney-at-Law
O'Connor & Hannan Law Firm

Mr. William M. Agee
Chairman and President
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Dr. Thomas Bryant
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O'Melveny & Myers

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Insurance Company of North America

The Honorable Michael Deaver
Assistant to The President
and Deputy Chief of Staff
The White House

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National Black Network

His Excellency Olujimi Jolaoso
Ambassador
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Mr. W. Jarvis Moody
Chairman and President
American Security Bank, N.A.

His Excellency Alejandro Orfila
Secretary General
Organization of American States

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*Mr. Brooke is retiring from this position and we hope to have Walter Annenberg become the new Chairman

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Mrs. Barbara Phillips
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Mrs. Ernesta G. Procope
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The Honorable Andrew J. Young

To: MARTIN ANDERSON

THE WHITE HOUSE
WASHINGTON

*File
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FROM:

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

Information

Action

MAY 21 REC'D

Here real problems -

HOWARD UNIVERSITY
WASHINGTON, D. C. 20059

COLLEGE OF LIBERAL ARTS
DEPARTMENT OF POLITICAL SCIENCE

MAY 05 RECD

April 28, 1981

5-4-81
Martin Anderson
Let me know
what you
think of
this!
MKD

The Hon. Michael K. Deaver
The White House
Washington D. C.

Dear Mr. Deaver:

I sincerely hope that the person who will first open this letter will have the necessary understanding of the issues involved to make certain that this communication comes to your attention.

The most convincing and therefore the most damaging criticism leveled on the President's tax cut proposals is that the money left in the hands of the taxpayers will go into consumption rather than savings, thus resulting in more inflation.

In the enclosed article, published almost a year ago, I suggested an innovative method to ascertain that the tax cuts will indeed go into savings--instead of leaving this most crucial element in the President's economic program to chance or speculative anticipation and projection.

You may have to adjust or modify my suggestion but the basic idea is given in the enclosed article. I am sure that some economists will insist on relying on automatic responses by the taxpayers; however, I think too much is at stake to leave an important part of your program to computer projections which look impressive on the charts but find no reflection in real life.

Let know if I can be of service. I can be reached at: 229-5559, 550-7899, 550-9687 or 636-6720.

With best wishes for the success of your effort.

Sincerely yours,

D. G. Kousoulas

D. G. Kousoulas
Professor

DGK/mk
Encl.

How to cut taxes without inflation

Already the talk about a balanced budget is giving way to whispered hints about a possible tax cut. The conventional wisdom holds that a tax cut will stimulate the economy, reduce unemployment and shorten the recession which has just begun. Of course, past experience indicates it will also rekindle the inflationary spiral.

Is there any way we can have a tax cut without giving an instant push to inflation? I believe there is, provided we are prepared to move away from the traditional prescriptions. A tax cut, as we have often been told, is one way "to put money in people's hands"; and, by increasing their purchasing power, stimulate demand and "get the economy going again."

We should have learned by now that when demand increases before production is ready to meet the pressure, prices tend to go up. This is the classic explanation of "too much money chasing too few goods," undoubtedly one of the basic causes of inflation. When we add this to the debasement of the dollar through deficit financing and the imported inflation resulting from the high prices of key commodities such as oil, we run a very high risk of starting high inflation all over again.

To reduce the inflationary pressures which are

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likely to be generated by a tax cut, we should use this fiscal device to increase the availability of money for investment instead of increasing the supply of money for consumption. By first stimulating investment and production, we reverse the process which results in "too many dollars chasing too few goods," thereby slowing the inflationary pace. The investment funds will, of course, end up in the pockets of people, increasing their purchasing power, but this takes place while they are engaged in production.

Assuming that this general assumption is correct, is there any practical way to combine a tax cut with a healthy injection of funds for investment? Consider this: a 10 per cent refund based on the actual tax paid by a taxpayer the previous tax year — not given in the form of a cashable check

but as a certificate which can only be deposited in a bank or thrift institution for a specified period. To ease the burden of the treasury, the refund could be spaced out, the certificates given in four quarterly installments to the taxpayers. This method obviously differs from the conventional tax cut which simply increases the take-home pay of a taxpayer, thereby injecting more money on the consumption side of the economic cycle.

The proposed innovation leaves the tax rates as they are. The Treasury continues to collect money as before, but every three months the government sends to each taxpayer a certificate. This is what critics may call "forced savings," but as we all know one basic weakness of our economy for some time has been the extremely low rate of saving.

By making billions of dollars available for investment we will bring interest rates to healthy and lower levels (and, as any businessman knows, high interest rates increase his costs and make higher prices inevitable even in the absence of other inflationary pressures).

Increased investment leads to more employment, plant innovation and higher productivity, and more production. The economy is stimulated. The recession is arrested. The country is

"moving again." And because there is a time lag between production and consumption, the proposed approach delays the increase in consumption while production is given time to catch up.

From a technical standpoint, our computerized IRS and banking system could implement such a proposal with little difficulty. The main problem is the willingness of the president — whoever he may be next year — to try such an approach and to win support in Congress. In fact, the political objections to such a proposal may be fairly mild since most experts seem to agree that our low rate of saving is a contributing factor to our economic difficulties.

Taxpayers, too, are not likely to rise in opposition, especially if Congress, to sweeten the pie, resolves that interest received on those certificates will be either tax-free or taxed at a lower rate (as capital gains instead of straight income, for instance). There are many innovative ways available to our lawmakers, provided they are prepared to consider practical new approaches, more suitable to an inflation- than a recession-prone economy.

D. G. Kousoulas is graduate professor at Howard University's Department of Political Science.