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THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

April 12, 1985

MEMORANDUM TO *Mike* MICHAEL DEEVER

FROM: Ash Hayes, *Ash* Acting Executive Director

SUBJECT: OMB CLEARANCE FOR THE YOUTH FITNESS STUDY (PRESIDENT'S
COUNCIL ON PHYSICAL FITNESS AND SPORTS SCHOOL POPULATION
SURVEY, CONTRACT NO. 282-84-0086)

As a part of the PCPFS emphasis on youth fitness Coach Allen reported to President Reagan, we have initiated a contract for the President's Council on Physical Fitness and Sports School Population Survey. This study will assess the fitness levels of school aged boys and girls using a test which will permit comparisons with the past three decades. These test results are also used to establish age level qualifications for the Presidential Youth Physical Fitness Award. We need new standards because the current norms are ten years old.

The plan is for testing to be done in the schools late this spring. The contractor has made all arrangements for this.

Such a study requires OMB clearance under the Paperwork Reduction Act. If it is appropriate, could you send a message to OMB supporting this study and encouraging a fast review for clearance?

cc: George Allen

THE WHITE HOUSE

WASHINGTON

March 5, 1985

MEMORANDUM FOR MICHAEL K. DEEVER
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: George Allen

It is my understanding that George Allen will meet with the President on March 7. In connection with that meeting, you should be aware of an issue that Allen might -- if not warned off in advance -- attempt to raise.

On February 27, 1985, a personal friend of the President, Phil Regan, wrote the President (copy attached) to suggest that he call Bob Hope to help expedite a possible donation by Hope of 337 acres of land in Malibu to the Presidential Fitness program. The letter indicates that Allen has been involved in the negotiations. I have prepared a draft reply for Kathy Osborne's signature (copy attached) advising Regan that such action by the President would be inappropriate. Whoever is handling the Allen meeting should warn Allen not to raise the Hope donation question with the President in any manner.

Attachments

→ LVI - McKee has

Coach Allen mtg w
POTUS - Stay @. Time
3/7 at 4:30 pm

PHIL REGAN
HUMAN RELATIONS CONSULTANT

JO B. REGAN
ASSOCIATE

February 27, 1985

The President
The White House
Washington, D.C.

Mr. President:

Since hearing about the Presidential Fitness Program last August, and knowing the great good this needed program can achieve, I immediately contacted our mutual friend, Bob Hope, and asked him if he would be interested in giving his 337 acres in Malibu, next to Pepperdine University, to the Presidential Fitness Program. He said yes, if he got a satisfactory appraisal which he received through George Allen -- but he has been procrastinating for the last couple of months with an answer.

Mr. President, Bob's lawyer, Payson Wolff, said if you deem it proper to write or call Bob and mention to him that you understand he is considering giving the Malibu property to the Presidential Fitness Program, Payson feels it would expedite its consummation without delay, as Bob would be quite honored to hear from you.

Jo joins me in wishing you and Nancy continued good health, and may God's richest blessings fill the lives of you and Nancy in the years ahead.

Sincerely,


Phil Regan

THE WHITE HOUSE

WASHINGTON

March 5, 1985

Dear Phil:

Thank you for your letter of February 27 to the President. In that letter you indicated that Mr. Bob Hope was considering donating land in Malibu to the Presidential Fitness Program, and you passed along a suggestion from Mr. Hope's attorney that a call from the President would expedite consummation of the donation.

I think you will recognize that it would be inappropriate for the President to use either his office or his personal friendship with Mr. Hope in this fashion. Furthermore, the President receives countless requests to aid particular charitable organizations and activities, and has been compelled to adopt a policy of generally declining to become personally involved in promotion or fundraising for them. Again, I am certain you will appreciate the need for this policy, as well as the need to adhere to it in this instance.

Thank you for your kind thoughts.

Sincerely,

Kathy Osborne
Personal Secretary
to the President

Mr. Phil Regan
1123 S. Orange Grove Avenue
Pasadena, CA 91105



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

December 21, 1984

Bill

Dear Mike:

Here is one of our latest publications, designed for camera-ready use by newspapers and other print media. It includes some valuable fitness tips. I thought you might be interested in having a copy.

Best regards,

George

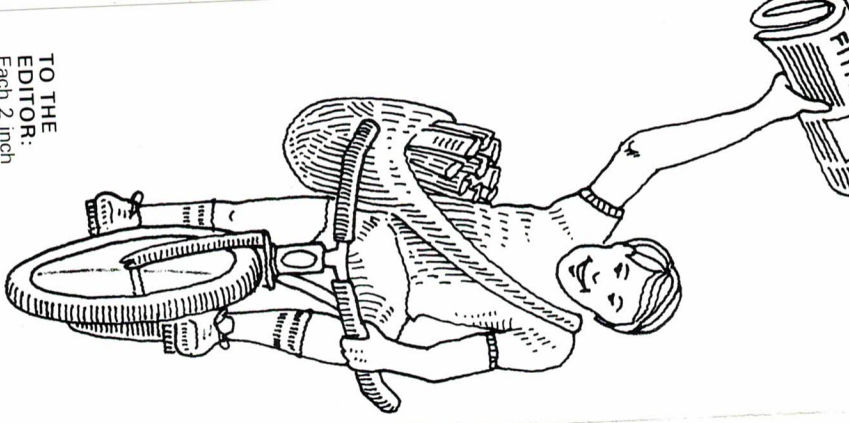
George Allen
Chairman

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

Enclosure

FITNESS TIPS

FROM THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS



"It's easy to say you're going to exercise. It takes effort, determination and work to do it, but the benefits are tremendous. These fitness tips will help you get going and keep going, and make your exercise program safer and more effective. Read them, but more important, use them. Because if you're not in shape, everything else is too much work."

George Allen

George Allen
Chairman
President's Council on
Physical Fitness & Sports

"Better health and fitness are affordable, accessible, and achievable for everyone, regardless of age, sex or occupation. These tips, along with your own commitment and perseverance, will help you build a better body, a better image, a better lifestyle."

Margaret M. Heckler

Margaret M. Heckler
Secretary
Health and Human Services

TO THE EDITOR:
Each 2 inch ad panel in this accordian fold is detachable and camera ready. Designed for easy insertion in your publication.



FITNESS TIPS GETTING STARTED



THE FIRST STEP

Most authorities recommend that individuals over age 35 who have previously been inactive, or persons suspecting a medical problem, obtain a physician's clearance before beginning a vigorous exercise program.

THE SHAPE YOU'RE IN

Taking a fitness test is a good way to get an idea of what shape you're in when you start an exercise program, and how to gauge your progress. Standard tests exist which measure cardiorespiratory endurance, flexibility, muscle strength and endurance and body fat.

GIVE YOURSELF GOALS

Studies show that you are more likely to stick with your exercise program if you establish specific and realistic goals and schedules. Set aside a regular time for your workouts and set goals for distance covered, games completed or exercises performed.



FROM THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

FITNESS TIPS THE BASICS



THE RIGHT BALANCE

A balanced workout consists of three types of exercise: Strength (calisthenics and weight training); endurance (aerobic, running, swimming, cycling, walking briskly); and flexibility (stretching, bending, twisting). You should include all three in your program.

USE IT OR LOSE IT

You can't hoard physical fitness. At least three balanced workouts a week are necessary to maintain a desirable level of fitness.

THE TRIGGER EFFECT

One of the most important benefits of exercise is its positive influence on personal habits. Persons who exercise become more health conscious and are more likely to modify or eliminate practices such as smoking or over-eating.



FROM THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

FITNESS TIPS YOUR HEART



THE RIGHT BEAT

Exercise intensity for aerobic conditioning is measured heart rate. A good activity level is 70% of your maximum heart rate, which is determined by subtracting your age from 220. Thus, the recommended exercise heart rate for a year-old person is 126 (220 minus 94 times 70%).

THE LOWER THE BETTER

People who are physically fit generally have lower resting heart rates than those who are not, which means that hearts don't have to work hard to pump blood. A reduction of 10 beats per minute person's resting heart rate can save over 3 weeks of work over the course of a year.

WARMING UP, COOLING DOWN

To avoid excess strain to heart, and injury to muscles, warm up for at least 5 minutes before working out, and cool down after exercising. Sudden stop in motion can cause lightheadedness and muscle cramping.



FROM THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

FITNESS TIPS YOUR MUSCLES



BUILD UP YOUR MUSCLES

As a general rule, gains in muscle strength are made by lifting heavy weights a limited number of repetitions. Gains in muscular endurance involve lifting lighter weights numerous repetitions.

STRONG YET FLEXIBLE

The idea that heavy muscular development inhibits movement is false. Studies show that strength training speeds up reaction time, and with stretching exercises, does not lessen flexibility.

FAT OR MUSCLE?

Exercise does not convert fat to muscle. The right combination of exercise reduces fat tissue while building muscle tissue. Since muscle is heavier than fat, you may reduce body measurements without reducing body weight.



FROM THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

FITNESS TIPS YOUR WEIGHT



OVERWEIGHT MEANS LESS EXERCISE

Recent studies show that approximately half of all overweight people don't eat any more than their leaner neighbors. However, they do get much less exercise.

GET THE FAT OUT

Excess fat is dead weight that must be moved around by the muscles and fed by the heart. Extra fat makes all activity more difficult and reduces the body's working efficiency.

SPOT REDUCING WON'T WORK

There is no such thing as "spot-reducing" exercises that eliminate fat from selected parts of the body. Exercise of sufficient frequency, intensity and duration will reduce fat deposits throughout the body, and you'll lose the most from areas where you've gained the most.



FROM THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

FITNESS TIPS SWEAT SENSIBLY



REPLACE THE WATER YOU LOSE

During strenuous activity in hot weather, the body may not be able to replace water as fast as it is lost. Therefore, to prevent dehydration, you should drink water before, during and after your workout.

UNFIT FASHIONS

Never wear rubberized suits when exercising. They keep perspiration from evaporating properly and can cause body temperature to reach dangerously high levels.

SWEATING ISN'T WEIGHT LOSS

Sauna, steam and mineral baths and other forms of "perspiration therapy" are often advertised as means of achieving fitness. While they may have some tranquilizing and relaxing effects, and can produce temporary weight loss, they have no true fitness value.



FROM THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

FITNESS TIPS INJURIES



PREVENT THE COMMON INJURIES

Most exercise injuries are to the muscles and joints. They are usually caused by insufficient warm-up, exercising too hard or too long, or by trying to do too much too soon. If such injuries do occur, try switching to swimming, which is a non-weight bearing activity.

STARTING OVER

If you have to skip exercise temporarily because of minor illness or injury, wait until you have recovered before resuming workouts. Start at no more than two-thirds of your pre-injury exercise level and work yourself back into shape. If possible, continue exercising those parts of your body during recovery that are not injured.

R.I.C.E.

The basic formula for treating an injury to the muscles or joints is Rest, Ice, Compression and Elevation, applied immediately after injury. In severe cases, and if pain and swelling persist, seek help from a physician.



FROM THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

FITNESS TIPS DO'S



USE EXERCISE TO REDUCE TENSION

Exercises, such as neck movements, are a good way to reduce tension. Move the head forward, back and to each side, returning head to upright position after each movement. Avoid rotating your head complete circles since this damage the upper spine.

DRESS APPROPRIATELY FOR EXERCISE

When exercising in cool weather, wear several layers of light clothing instead of one or two heavy layers. The extra layers help trap heat, and are easy to remove if you become too warm. In hot weather, light color garments made of absorbent materials such as cotton, reflect the sun's rays and allow heat to escape.

PROTECT YOUR LOWER BACK

Sagging abdominal muscles lower back inflexibility or cause chronic lower back pain and stiffness. Lower back stretching exercises and abdominal strengthening exercises such as bent-knee ups should be performed on a regular basis.



FROM THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

FITNESS TIPS



DON'TS

DON'T BOUNCE WHEN STRETCHING

When doing flexibility exercises - don't bounce. Stretch gently and slowly, for a count of ten, without feeling pain. Muscles that have been warmed up stretch easier and are less likely to be injured.

DON'T HOLD YOUR BREATH

Many people tend to hold their breath while exercising, especially when lifting weights. This causes blood pressure to rise, and makes exercise more difficult. It helps to exhale against the effort, i.e. pushing against the weight, and inhale as the weight is lowered back to starting position.

DON'T EXERCISE AFTER EATING

Avoid strenuous exercise for two hours after eating. Both digestion and exercise place heavy demands on the circulatory system, and the double-load can tax your system.



**FROM THE PRESIDENT'S
COUNCIL ON PHYSICAL
FITNESS AND SPORTS**

BS -
I called Allen's
office to say
you'd meet -
FBI McManes
had him in
9/19/84.



File

THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

*Bill
see if you
can do.*

August 31, 1984

Dear Mike:

This is a follow-up to my telephone call to your office today. There are some important items I need to discuss with you and I would like to schedule a meeting as early as possible. I will be leaving for Europe on September 29 and would very much like to meet with you before that.

I just looked at a movie about Paul "Bear" Bryant, a great football coach. I think the President would enjoy it and I would encourage you to schedule it for some Sunday evening as you did "Knute Rockne, All American". If you are interested, let me know as I have a copy of the Bryant movie.

Best personal regards. Keep working out.

George

George Allen
Chairman

Honorable Michael K. Deaver
Assistant to the President
The White House
Washington, DC 20500

yes _____

no _____

WFS ✓ _____



UNITED STATES DEPARTMENT OF EDUCATION

THE SECRETARY

July 23, 1984

Fuller

MEMORANDUM TO THE HONORABLE CRAIG L. FULLER
ASSISTANT TO THE PRESIDENT
FOR CABINET AFFAIRS

SUBJECT: **Presidential Academic Fitness Awards Program**

The Presidential Academic Fitness Awards (PAFA) Program was staffed between December 1983 and June 1984 by a Department of Education task force under the direction of the Deputy Under Secretary for Intergovernmental and Interagency Affairs. The program was designed to recognize students for their academic achievement, thereby motivating more students to work at their full potential.

The initial program was a pilot effort targeted at graduating seniors only. PAFA set minimum criteria for eligibility. Participating high schools had the option of raising standards if they so desired. Students meeting all criteria received a certificate signed by the President and the Secretary of Education and a lapel pin, which were usually presented at an awards assembly or graduation exercises. A White House ceremony was held on May 11 for 60 awardees who represented all of the recipients.

Over 10,000 public and private schools presented awards to more than 229,000 graduating seniors. Many letters have been received from students, parents, and educators commending President Reagan for initiating the awards program.

This memorandum describes the structure, direction, and implementation of the PAFA program for the second year. Some of the ideas presented are reflective of recommendations offered by the PAFA evaluation team. The evaluation team, comprised of a staff member from each of the six major education associations, met on June 7 and June 18 to discuss the pilot program and possible directions for the 1984-85 program.

Based on the acceptance of the initial program, PAFA would be expanded the second year to include the exit grade of elementary and middle/junior high school. Currently, there are approximately nine million students attending these grades and high school.

The awardees would be selected on the criteria used in the pilot year:

B+ grade average;

80th percentile on a nationally recognized test battery;

For high school only, complete 12 course units in the "New Basics"--English, mathematics, science, social studies, foreign languages, and computer science.

As in the first year, the award would be a certificate signed by President Reagan and a lapel pin. The three levels of awards would be designated by a variation in the color of the pin and PAFA seal on the certificate.

Following are activities the task force will complete to implement the 1984-85 PAFA awards:

- o Mailings to 121,000 school principals, superintendents, and chief state school officers concerning PAFA;
- o Designing a computer system to handle responses from 40,000+ schools;
- o Design strategies to publicize and promote the PAFA program (brochures, radio and public service spots, speeches, etc.);
- o Work with the education community to disseminate information about the program through mailings and conferences;
- o Outline an efficient system to mail the awards;
- o Evaluate the operation and provide recommendations for improvements.

The information and feedback the Department has received verify that the PAFA program has indeed placed the President in a visible position with educators, students, and parents as a promoter of academic fitness.


T. H. Bell



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

August 9, 1984

Allen

Dear Mike:

It was an honor to have been invited to the convention in Dallas and I tried hard to adjust my shcedule so I could make it. However, I have previous commitments which I must meet and I don't think I can do both.

If there is anything I can do to help without being there please call on me. I want to help reelect the President, so let me know what I can do after the convention too.

I will be in Washington next week and would very much like to meet with you during the afternoon of August 16 or anytime on August 17.

One of the items I want to talk to you about is the PCPFS staff position, Director of Information. We are fortunate that we have a good chance to get Steve Gubeck for that spot. He is a nationally recognized award winning writer who was with the Washington Star and is now editor of the Redskin Report. He has also worked with the Council on physical fitness- public information projects for several years.

Steve's wife Irene, is the personal secretary to Congressman Guy Vander Jagt of Michigan.

I would like your advice on how we could get Steve appointed to the opening on the PCPFS staff.

Keep working out and good luck.

Best regards,

George

George Allen
Chairman

Honorable Michael K. Deaver
Assistant to the President
The White House
Washington, DC 20500

Set up Meeting
Aug 17th
Yes _____
No _____

THE WHITE HOUSE

WASHINGTON

June 26, 1984

MEMORANDUM FOR BILL SITTMANN

FROM: T. A. D. THARP *T.T.*

SUBJECT: Director of Information, President's
Council on Physical Fitness and Sports

*But
Also get back
to go Allen.*

*Called George
Allen*

*602-275-0600
6/27/84*

You should be advised that this is a career civil service (GS-15) position and as such the White House would not be involved in filling it. George Allen could have Steve Guback apply through the regular civil service channels.

THE WHITE HOUSE
WASHINGTON

June 26, 1984



MEMO TO TAD

FROM: BILL SITTMANN

Mr. Deaver would like your
opinion as to whether this
is someone he should support.

ASAP -

THANKS.....



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

June 19, 1984

Dear Mike:

The recent death of Verle Nicholson, Director of Information, who has contributed so much to the work of the President's Council on Physical Fitness and Sports (PCPFS), has left us all very saddened. But the work of the Council must go on and that is the purpose of my letter.

The position of Director of Information should be filled as soon as possible as it is vital to the PCPFS operation. I have a person I would like to see in that position because of his expertise in sports, fitness, and, of course, his writing ability. That person is Steve Guback. I have known Steve a number of years. He was a sports writer for the Washington Star, an award winning writer, and the Editor of the Redskin Report. He has been working with the PCPFS on a consultant basis and has been doing a great job. I believe he would be a great asset to the PCPFS as he knows my style and could carry out the mission of the Council, knowing far ahead what my priorities and wishes might be. We would be very lucky to get him.

As you are aware, the Office of the Secretary, Department of Health and Human Services, is presently undergoing a reduction in force. This makes the PCPFS very vulnerable in that we have the GS-15 slot that is vacant and we understand that there are people in that category who need to be placed. We would like to solicit your full support in placing Mr. Guback in this position rather than an unknown person being placed without the full approval of myself and Dr. Ash Hayes.

Thank you for your help in this important matter.

Sincerely,

George Allen
Chairman

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

cc: Mike McManus

*Bill
is this something
I shd do?*