

Ronald Reagan Presidential Library
Digital Library Collections

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

Collection: Deaver, Michael
Folder Title: Private Sector Initiatives
1981-1982 (5)
Box: 53

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 8, 1982

Dear Marlene:

Mike Deaver asked that I respond to your thoughtful letter to him of February 19. Let me address your four points.

The President, as you articulately stated, considers voluntarism an essential part of his plan to give government back to the people. He does not, however, plan to reinvent the wheel. Therefore, he created the Task Force to promote those many volunteer centers/programs which are successful, and to offer guidance to those communities whose programs had not been developed. Last week, the President asked each governor to form a statewide Task Force on Private Sector Initiatives. These statewide task forces will depend upon the cooperation of existing volunteer organizations as well as other private sector groups (corporations, religious leaders, labor groups, etc.). Finally, the Deputy Staff Director of the President's Task Force is Kenn Allen, Executive Director of VOLUNTEER. Kenn's help in structuring our program has been invaluable.

The Task Force will be addressing the perception problem that you mention regarding cut-backs in direct aid to volunteer centers and will deal with the hard questions of child abuse, day-care and crime. We feel that the most efficient way to begin addressing those problems is to involve as active partners the key "movers and shakers" in each community.

For example, in order to solve the problems of inadequate day-care facilities in a given area, the Task Force will be encouraging the local group of "movers and shakers", or leaders in the community to address the problem collectively.

Page 2

I am taking the liberty of forwarding your letter to Bill Verity, the Chairman of the Task Force, for his review also. I know that he will want to share your concerns with other members of the Task Force.

Sincerely,

A handwritten signature in cursive script that reads "Jay Moorhead". The signature is written in dark ink and is positioned above the typed name.

JAY MOORHEAD
Special Assistant to the President
Private Sector Initiatives

Ms. Marlene Wilson
Volunteer Management Associates
279 S. Cedar Brook Road
Boulder, Colorado 80302

Enclosure

cc: Michael K. Deaver
C. William Verity
Kenn Allen



Volunteer Management Associates

279 S. Cedar Brook Road

Boulder, Colorado 80302

(303) 447-0558

February 19, 1982

Mr. Edwin Meese and
Mr. Michael Deaver
The White House
Washington, D.C.

Dear Sirs:

I am a Republican and I am worried. My concern relates to the President's and the Party's heralding of voluntarism as the new answer to most of our old problems.

This concern is not because I am against voluntarism. Quite the contrary. I have spent the last 13 years of my life working with voluntary organizations--7 years as Director of a Voluntary Action Center in Boulder, Colorado, and 6 years as a national consultant, trainer and author in the field of voluntarism. It is because I am so committed to it that I am concerned.

On the one hand, I rejoice at the well deserved and long overdue media attention voluntarism is getting--thanks to the President. When he declared "Voluntarism is an essential part of our plan to give Government back to the people. Let us go forth and say to the people: Join us in helping Americans help each other," I was delighted.

However, as this call to action begins to take shape--in the formation of the Task Force on Private Sector Initiatives, Working Partners, State Republican Task Forces on Voluntarism, etc., I find four major problems developing.

1. There is a distinct lack of involvement in most of these groups of knowledgeable, grassroots directors of volunteer programs--the people who have for years been charged with the responsibility of making volunteerism happen in Voluntary Action Centers, hospitals, schools, Red Crosses, YMCA's, etc. across this country. There are now hundreds of them in the U.S. and the majority have been working diligently the past few years to improve their management skills so they can help make the good intentions of volunteer citizens produce results and be rewarding. And they have succeeded admirably. I find, however, that most of the Republican Task Forces are unaware of these trained people and incredibly naive about what it takes to run a volunteer program effectively. They must be encouraged to link in with existing volunteer structures, or they will create hostility and resentment rather than greater community networking. (The word is now going around that "Republicans are acting like they invented volunteerism.") I know that is an unfair charge, but it can be hurtful to candidates if closer linkage with existing programs isn't encouraged soon.



Volunteer Management Associates

279 S. Cedar Brook Road

Boulder, Colorado 80302

(303) 447-0558

Mr. Edwin Meese and
Mr. Michael Deaver
February 19, 1982
Page 2

2. Most of the recent attention relating to voluntarism has focused on passing the baton from the public sector to the private sector in regards to meeting community needs. I have seen very little attention given to the critical third sector--the non-profit, voluntary sector as a vital partner in these efforts. It is the missing link, in my estimation, for it is this sector that has the know-how to make voluntarism work.

As Robert Van Fassen, CEO of Mutual Benefit Life said in a Christian Science Monitor article, "We as a nation are facing problems of such magnitude that we cannot any longer afford the luxury of permitting the three major sectors of our society to be adversaries. We must work together to create a new era in which the public, private, and volunteer sectors work cooperatively to stimulate and direct positive change.

3. At the very time the President, the Party, and the media are all urging ever increasing citizen participation at local, county, and state levels, a great many of the people trained in how to make it happen are losing their jobs.
 - a) Many agencies, faced with sever budget cuts, are laying off their Directors of Volunteers. This is tragic, because volunteers are needed more than ever in these agencies. And without proper planning, coordination and nurturing, the volunteer is often mis-used. If the time and energy of today's busy citizens are wasted when they answer the call to volunteer--we may lose them forever.
 - b) State Offices of Volunteerism (partially funded by ACTION) are losing budget and staff and some are being forced to close (which seems absolutely contradictory in light of the President's State of the Union message declaring problems are going back to states to be solved).
 - c) Voluntary Action Centers are in financial difficulty. There are 300 or more and they list all volunteer opportunities in a community, recruit volunteers, refer to appropriate placements, train volunteer directors, etc. They represent exactly what the President charged his Task Force on Private Sector Initiatives to create--mini task forces in every community. VAC's need to be enabled, expanded and supported--not duplicated.



Volunteer Management Associates

279 S. Cedar Brook Road

Boulder, Colorado 80302

(303) 447-0558

Mr. Edwin Meese and
Mr. Michael Deaver
February 19, 1982
Page 3

4. Finally, as I observed the Colorado Republican Task Force on Volunteerism, I found their choice of a "show case project" of food baskets at Christmas to be very troublesome. I pointed out to them that if we are touting volunteerism as the answer to needs created by budget cuts--then we must address some of the root problems with these efforts or our candidates will again encounter ridicule at the polls. It's the difference between visiting a person in a nursing home once during the holidays as a volunteer or providing homemaking service to keep them out of nursing homes in the first place. Or the difference between caring for the child of a poor person one day so she can get out of the house--or providing Day Care so she can get a job and be off welfare. My question is: Are these Republican Task Forces going to tackle some of the hard, on-going issues (like child abuse, day care, crime) or just apply cosmetic bandaids? This could be a very hot issue in the 1982 elections in my opinion.

I submit these observations in the spirit of caring and concern rather than criticism. I firmly believe that if we build on the magnificent volunteer network we already have, there will be very little our citizens cannot or will not tackle. I wish you the very best in these efforts.

Sincerely,

A handwritten signature in cursive script that reads "Marlene Wilson". The signature is written in dark ink and is positioned above the printed name.

Marlene Wilson

THE WHITE HOUSE
WASHINGTON

File here

February 25, 1982

MEMORANDUM FOR ED MEESE
JIM BAKER
✓ MIKE DEAVER

FROM: CRAIG FULLER 

SUBJECT: Presidential Private Sector Survey

I have attached a packet of material from Bud Nance that is being held for discussion prior to presenting it to the President. As I suggested to Ed this morning, I think we had better meet and discuss the next steps. I suggest the following items should be covered:

1. General Operation: The Private Sector Survey will be an independent body but will be coordinated by Bud Nance and Janet Colson. They will report to the President through the Office of Cabinet Affairs.
2. Structure: The proposed executive committee and operating committee will be merged with the Private Sector Survey guided by an executive committee, chaired by Peter Grace. The membership of the Executive Committee will be determined by the President following appropriate WH review of the candidates suggested by Peter Grace and administration officials. Two members from the Executive Committee will in turn chair each of the Survey Teams (16 in total) that will do the work in the departments and agencies.
3. Implementation: An implementation plan has been designed that currently involves the following elements. We should discuss and agree on how to best handle this plan over the next couple of weeks.
 - a. Final agreement on Executive Committee -- this is needed this week, if the Executive Committee is going to meet on March 10th.
 - b. Request for phone calls -- it has been recommended that the President call the individuals proposed for the Executive Committee (33 calls).
 - c. Grace and the President meet -- now scheduled for

Wednesday, March 3rd in Los Angeles, the meeting will be used to finalize the membership and procedures for conducting the Private Sector Survey (press coverage is recommended)

- d. Executive Committee luncheon -- a luncheon with the President on March 10th is recommended with the Executive Committee holding its first working meeting.

We will circulate the list of individuals being proposed for the Private Sector Survey Executive Committee to the appropriate WH staff. And, my office will attempt to schedule a meeting for us to discuss the items above with Nance and Colson today or tomorrow.

cc: Dick Darman

Attachment

THE WHITE HOUSE

WASHINGTON

February 23, 1982

MEMORANDUM FOR: THE PRESIDENT
FROM : JAMES W. NANCE *Bud*
SUBJECT : Private Sector Survey

At Tab (A) is a proposed organizational structure for the Private Sector Survey that you approved for our use on February 17, 1982. However, after numerous discussions with Mr. Peter Grace it has been determined that the primary functions of the Executive Committee and the Operating Committee could more effectively be combined.

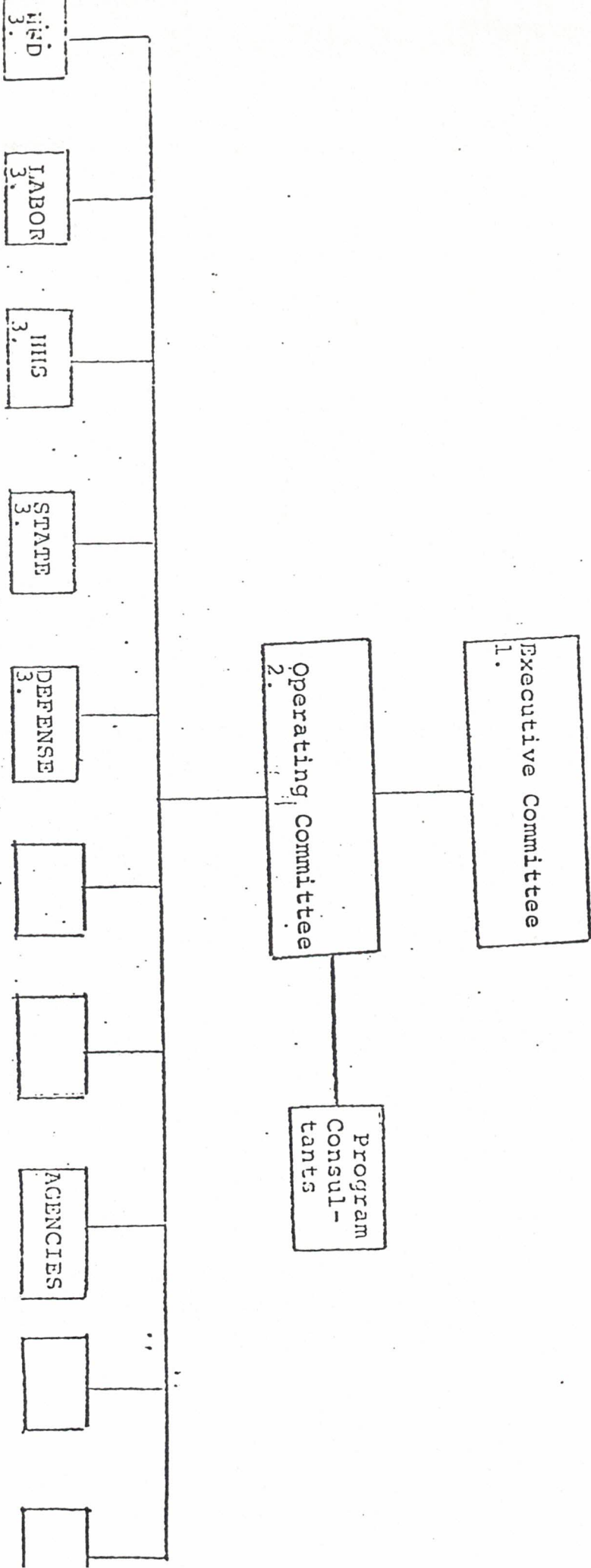
Mr. Grace desires we have an Executive Committee of the size that will allow us to assign two members for primary interest to each of the units we will have actually conducting the surveys in the departments and agencies. It is our estimate that we will require sixteen (16) teams, one team for each of the thirteen departments and three teams surveying some 25 to 30 of the larger agencies, independent establishments and government corporations. We do not propose to survey the small agencies where possible monetary savings are minimal nor do we plan to review the Central Intelligence Agency directly.

Attached at Tab (B) is a list of proposed members for the Executive Committee. This list has been approved personally by Mr. Peter Grace. Emphasis was placed on getting the "smart movers and shakers" in U.S. industry. Our emphasis was to propose those members from industry who are "changers" and can get the job done. In addition, we have a member from labor, a member of the academic community and a member associated with the N.A.A.C.P. These proposals are also those who we feel can best accomplish our mission.

To accomplish our task, it is proposed we have a total of thirty-four members on the combined Executive/Operating Committees. The first eight names on the list at Tab (B) are the heads of the major organizations. It will be from these organizations that we will get the preponderance of our manpower and support. The following twenty-five names, along with Mr. Grace, will fill our the Committee. Following our proposed list is a list of alternates in the event you desire to make substitutions or if someone is unable to serve.

If you approve our nominations, I request you call the proposed members starting with Mr. Garvin, Mr. Wriston and Mr. Levitt. Because of the large number and our desire to have a luncheon meeting here in Washington on March 10, it is important that the calls be made at your earliest convenience. Necessary back-up for the phone calls inviting individuals to serve on the Executive Committee and to attend the March 10 luncheon meeting in Washington is a Tab (C).

TASK FORCE



Notes (1) Senior Executives from the Private Sector

(2) Control Group - Nance and team

(3) Unit Leaders

Experienced professionals with proven management abilities and technical expertise in one or more of the following areas: General administration, accounting, finance, methods and procedures, data processing, construction and maintenance, purchasing, personnel, vehicle management and food service. During this study, team leaders and members will receive continued direction, advice and guidance from the operating committee and consultants.

- 5 Luke Williams (National Association of Manufacturers)
CEO
American Sign and Indicator Co.
N. 2310 Fancher Way
Spokane, WA 99206
(509) 535-4101

- 6 George Anderson (American Institute of Certified
CEO Public Accountants)
Anderson, ZurMuehlen and Co.
P.O. Box 1147
1 North Last Chance Gulch
Helena, Montana 59601
(406) 442-3540

- 7 Terry Townsend (American Society of Association
CEO Executives)
Texas Motor Transportation Assn
Box 1669
Austin, Texas 78767
(512) 478-2541

- 8 Wilson Johnson (National Federation of Independent
No Company Affiliation Businesses)
150 W. 20th Avenue
San Mateo, CA 94403
(415) 341-7441

- 9 Richard R. Shinn
Chairman and CEO
Metropolitan Life Insurance Co.
1 Madison Avenue
New York, NY 10010
(212) 578-2211

- 10 Peter G. Peterson
Chairman and President
Lehman Brothers
One William Street
New York, NY 10004
(212) 558-1500

- 11 Ben W. Heineman
President and CEO
Northwest Industries, Inc.
6300 Sears Tower
Chicago, IL 60606
(312) 876-7000

12 Stanley Hiller, Jr.
Chairman of the Executive Committee
Baker International Corp.
3000 Sand Hill Road
Menlo Park, CA 94025
(415) 854-2212

13 Willard C. Butcher
Chairman
Chase Manhattan Bank
Chase Plaza
New York, NY 10081
(212) 552-7251

14 David Packard
Chairman of the Board
Hewlett Packard
1501 Page Mill Road
Palo Alto, CA 94304
(212) 857-1501

15 John A. Puelicher
Chairman and President
Marshall and Isley Corporation
770 N. Water Street
Milwaukee, WI 53201
(414) 765-7801

16 Edeard W. Duffy
Chairman and CEO
Marine Midlands Bank
One Marine Midland Center
Buffalo, New York 14052
(716) 843-2424

17 Edward L. Hennessy, Jr.
Chairman, President, and CEO
Allied Chemical Corporation
P.O. Box 3000
Columbia Road and Park Avenue
Morristown, NJ 07960
(201) 455-2000

18 Barry F. Sullivan
Chairman and CEO
First National Bank of Chicago
One First National Plaza
Chicago, IL 60670
(312) 732-8048

9 Donald R. Keough
Senior Executive Vice President
The Coca-Cola Company
P.O. Drawer 1734
Atlanta, GA 30301
(404) 898-2121

20 Robert S. Hatfield
Chairman and CEO
The Continental Group, Inc.
One Harbor Plaza
Stamford, CT 06902
(203) 964-6000

21 John W. Hanley
Chairman and CEO
Monsanto
800 N. Lindbergh Boulevard
St. Louis, MO 63116
(314) 694-1000

22 Joseph Alibrandi
President and CEO
Whittaker Corporation
10880 Wilshire Boulevard
Los Angeles, CA 90024
(213) 475-9441

23 Philip Hawley
President and CEO
Carter Hawley Hale Stores, Inc.
550 South Flower Street
Los Angeles, CA 90071
(213) 620-0150

24 Francis Rooney
CEO
Melville Corporation
3000 Westchester Avenue
Harrison, NY 10528
(914) 253-8000

25 Rita Ricardo Campbell
Senior Research Fellow
Hoover Institution on War, Revolution
and Peace
Stanford, CA 94305
(415) 497-0094

26 William S. Anderson
Chairman and CEO
NCR Corporation
1700 S. Patterson Boulevard
Dayton, Ohio 45429
(513) 449-2000

27 J.T. Ryan, Jr.
Chairman
Mine Safety Appliances Co.
600 Penn Center Boulevard
Pittsburg, PA 15235
(412) 273-5000

28 Russell G. Cleary
President and CEO
Heileman Brewing Co.
100 Harborview Plaza
La Crosse, WI 54601
(608) 785-1000

29 Charles J. Zwick
President and CEO
Southeast Banking Corporation
100 S. Biscayne Boulevard
Miami, FL 33131
(305) 577-4000

30 Forrest Shumway
CEO
The Signal Companies, Inc.
11255 North Torrey Pines
La Jolla, CA 92037
(714) 457-3555

31 Thomas M. Macioce
Chairman
Allied Stores of Texas, Inc.
Alamo Plaza and Commerce St.
San Antonio, TX 78205
(512) 227-4343

32 William T. Coleman (NAACP Legal Defense Fund)
 Attorney
 O'Melveny and Myers
 1800 M Street, N.W.
 Washington, D.C.
 (202) 457-5300

33 Roy Williams
 President
 International Brotherhood of
 Teamsters
 25 Louisiana Avenue, N.W.
 Washington, D.C. 20006
 (202) 624-6800

ALTERNATE CANDIDATES FOR MEMBERSHIP

A-1 John M. Regan, Jr.
 CEO
 Marsh and McLennan
 1221 Avenue of the Americas
 New York, NY 10020
 (212) 997-2000

A-2 Richard P. Cooley
 Chairman and CEO
 Wells Fargo and Company
 770 Wilshire Boulevard
 Los Angeles, CA 90017
 (213) 683-7123

A-3 Richard Borda
 Executive Vice President
 Wells Fargo and Company
 770 Wilshire Boulevard
 Los Angeles, CA 90017
 (213) 683-7123

A-4 Roger Milliken
 President and CEO
 Milliken and Co
 P.O. Box 3167
 Spartanburg, SC 29304
 (803) 573-2020

A-5 Harry J. Gray
Chairman and CEO
United Technologies Corp.
United Technologies Building
Hartford, CT 06101

A-6 J. W. McSwiney
CEO
Mead Corporation
Courthouse Plaza, N.E.
Dayton, Ohio 45463
(513) 222-6323

A-7 Richard D. Hill
Chairman and CEO
First Boston Corporation
100 Federal Street
Boston, Mass. 02110
(617) 542-7200

A-8 Robert W. Galvin
Chairman and CEO
Motorola, Inc.
1303 E. Algonquin Road
Schaumburg, IL 60196
(312) 397-5000

A-9 James D. Robinson, III
Chairman and CEO
American Express
American Express Plaza
New York, NY 10004
(212) 323-2000

A-10 Armory Houghton, Jr.
Chairman
Corning Glass Works
Corning, NY 14830
(607) 974-9000

A-11 Henry E. Singleton
CEO
Teledyne, Inc.
1901 Avenue of the Stars
Los Angeles, CA 90067
(213) 277-3311

- A-12 Barkley Morley
 CFO
 Stauffer Chemical Company
 Westport, CT 06880
 (203) 222-3000

- A-13 L. L. Morgan
 CEO
 Caterpillar Tractor Company
 100 N.E. Adams Street
 Peoria, IL 61629
 (309) 675-1000

- A-14 Kenneth H. Olsen
 President
 Digital Equipment Corporation
 146 Main Street
 Maynard, Mass 01754
 (617) 897-5111

- A-15 Darwin E. Smith
 CEO
 Kimberly-Clark Corporation
 N. Lake Street
 Neenah, Wis. 54956
 (414) 729-1212

- A-16 John W. Hanley
 Chairman
 Monsanto Co.
 800 North Lindberg Road
 St. Louis, Missouri 63166
 (314) 694-3003

- A-17 Rubin Mettler
 Chairman and CEO
 TRW, Inc.
 23555 Euclid Avenue
 Cleveland, Ohio 44117
 (216) 383-3070

THE WHITE HOUSE

WASHINGTON

TO: See Tab (B)

DATE: February 25 - March 3, 1982

PURPOSE: To ask them to join the Executive Committee of the Private Sector Survey on Cost Control in the Federal Government and to invite them to a lunch meeting at the White House on March 10, 1982.

BACKGROUND: At your February 18, 1982 press conference you announced the establishment of a Private Sector Survey on Cost Control in the Federal Government and indicated that shortly you would be announcing the names of those prominent Americans who would serve as Chairman and members of the Executive Committee. The first meeting of the Executive Committee is tentatively scheduled for March 10, 1982, so as to move as expeditiously as possible.

TOPICS OF DISCUSSION On February 18, 1982 I announced the establishment of the Private Sector Survey on Cost Control in the Federal Government.

The lack of fiscal discipline in the government is having a disastrous impact on our country's financial structure and this process absolutely must be reversed. It is imperative we act now.

As I said when I decided to take this action, I want the very best people I can find in the United States to assist in this effort. I know this will be an additional burden on your time, but if you can, I would like you to serve as a member of the Executive Committee that will oversee the entire operation.

If you feel you can serve in this manner, I would like to invite you to the first meeting and lunch here at the White House on Wednesday, March 10. Members of my staff will be in touch with you concerning the details.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

February 4, 1982

TO: MICHAEL K. DEEVER

FROM: JAY MOORHEAD *J.M.*

SUBJECT: PSI HIGHLIGHTS
For January 25 through January 29, 1982

1. Congressman Robert Garcia (D-NY) - sent out a "Dear Colleague" letter to promote legislation he has introduced expressing the sense of Congress that businesses and individuals benefitting from the Economic Recovery Program recommit themselves to helping the poor, the elderly, the underprivileged and the handicapped. He asks business' contribute a percentage of their annual profits to charitable organizations.
2. Jobs for Youth, Inc., non-profit organization, Boston, Massachusetts - has a high success rate for jobs and private sector job placement for disadvantaged and urban youth, and juvenile high risk offenders. Promote volunteerism. Receive support through public/private partnership.
3. Amway Corporation - funding (\$250,000) the 26 day European Tour of the National Symphony Orchestra under the direction of Music Director Mstislav Rostropovich. The tour began February 1, 1982.
4. Amagin, Inc. - produced a film called Star Spangled Spenders. This personal report by Donald Lamalia examines the growth, the cost, and the power of the Federal Government. It will air on February 18, 1982 on Public Broadcasting Stations.
5. The National Association of Manufacturers - held workshop on January 26 for about 80 Association heads. The purpose was to explain their role in the President's Private Sector Initiatives Program.
6. The National Jaycees - putting together a national program designed to create jobs in the private sector, with an emphasis on getting the handicapped employment.
7. Dresher Manufacturing of Chicago - very interested in

promoting literacy. Private Sector Initiatives office has put their CEO, Barry Merkin, in touch with other interested parties.

8. Cesha Art Glass of New York - planning a nationwide gala fund raiser at department stores to raise money for the arts, cities and communities. Robert Raiken is President of the organization.
9. Kawasaki Motors, Lincoln, Nebraska - paying ten workers their full salaries to work for the city on a temporary basis while the company's production is at a slowdown.
10. Kansas City (Mo.) Area Economic Development Council - have a long productive history of public/private partnerships. Through the fields of housing, industry, education, the arts, etc. They are meeting the challenge of federalism head on.
11. Rexnard, Inc. Yankelovich, Shelly and White, Cummins Engine Company, Longman Publishing and the National Conference on Social Welfare - among the organizations co-sponsoring a public policy conference in April called the New Bottom Line. It will be held in Milwaukee.
12. Governor Lee Sherman Dreyfus - making frequent public appearances to promote long-term capital and job creating ventures by business and industry in Wisconsin.

cc: Baker
Barody
Darman
Dole
Fuller
Gergen
Meese
Pauken
Speakes
Verity
Williamson

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

*file
PSI*

January 19, 1982

TO: MICHAEL K. DEEVER

FROM: JAMES S. ROSEBUSH *JSR*

SUBJECT: PSI HIGHLIGHTS

Attached is a calendar announcing 24 major meetings on Private Sector Initiatives planned and managed by private sector leaders, to be held between February 1 and June 1, 1982.

This is evidence that the President's message has been picked up and is the focus for a good bit of domestic policy debate.

cc: Baker
Baroody
Darman
Dole
Fuller
Gergen
Meese
Pauken
Speakes
Verity
Williamson
Drummer

CALENDAR

Featuring Upcoming Events with A Focus
on Private Sector Initiatives

JAN 11 - 17

1/14 Meeting Meeting of New York Partnership;
Waldorf Astoria Hotel, New York
City. Speaker: President Reagan.

JAN 18 - 24

No major events scheduled at this time.

JAN 25 - 31

1/25 Workshop Local partnerships in Cleveland,
co-sponsored by SRI International
and the Committee for Economic
Development (CED); Cleveland
Club. Contact: Bob Turner
(303) 443-3586.

1/27 - Meeting U. S. Conference of Mayors Mid-
1/29 winter Meeting; Washington, D. C.
Contact: Connie Bradstreet
(202) 293-7330.

FEB 1 - 7

2/4 - Workshop "Building Partnerships: Strategies
2/5 for Older Americans and Their Energy
Suppliers", co-sponsored by the U.S.
Office of Consumer Affairs and the
Energy and Aging Consortium; Twin
Bridges Marriott, Washington, D. C.
Contact: Pat Faley (202) 634-4136.

FEB 8 - 14

No major events scheduled at this time.

FEB 15 - 21

2/20 - Conference
2/24

National Association of Counties legislative conference to look at future of federalism, grants and aid to county governments and fiscal '83 budget priorities; Washington Hilton, Washington, D. C. Contact: Ron Gibbs (202) 783-5113.

2/21 - Meeting
2/23

Winter meeting of National Governor's Association; Hyatt Regency Hotel, Washington, D. C. Contact: Susan Murphy (202) 624-5327.

FEB 22 - 28

2/22 Workshop

Local partnerships in San Francisco, co-sponsored by SRI International and CED. Contact: Bob Turner (303) 443-3586.

2/24 Meeting

Meeting of Committee Chairs of President's Task Force on Private Sector Initiatives; Washington, D. C. Contact: Pat Butler (202) 395-6116.

2/25 Meeting

Full meeting of Task Force on Private Sector Initiatives; Washington, D. C. Contact: Pat Butler (202) 395-6116.

MAR 1 - 7

3/2 Workshop

National Workshop on Voluntarism, co-sponsored by ACTION and The White House; Atlanta. Contact: Mark Blitz (202) 254-7630.

MAR 8 - 14

- 3/8 Workshop Local Partnerships in Kansas City. Co-sponsored by SRI International and CED. Contact: Bob Turner (303) 443-3586.
- 3/10 - Conference "Productivity In Today's Economy: The Role of Consumer Affairs" is the theme of the mid-year National Conference of the Society of Consumer Affairs Professionals; Copley Plaza, Boston. Contact: Lou Garcia (703) 998-7371.
- 3/14 - Meeting American Society of Association Executives mid-year meeting to look at private sector initiatives and other policy trends; New York Hilton, New York City. Contact: Robert Steel (202) 626-2723.
- 3/14 - Conference "Looking Ahead - Reaching Beyond". United Way Staff Conference; Peach Tree Plaza, Atlanta. Contact: Raymond Unk (202) 836-7100.

MAR 15 - 21

- 3/16 Conference "Social Programs: Government Dollars or Private Responsibility?" Sponsored by The Conference Board the Plaza Hotel, New York City. Contact: Pat McGuire (212) 759-0900.
- 3/17 - Conference "America's New Directions," sponsored by the National Association of Manufacturers; Sheraton Washington, Washington, D. C. Contact: Phyllis Moehrle (202) 626-3896.

MAR 22 - 28

No major events scheduled at this time.

MAR 29 - APR 4

3/29 - Conference
3/31

"Partnerships: Private Initiatives for Public Response", co-sponsored by the U.S. Conference of Mayors and ARCO with 25 additional "Cooperating Organizations". Bellevue-Stratford Hotel; Philadelphia, PA. Contact: Laura Waxman (202) 293-7330.

3/29 - Conference
4/1

"Improving Methods of Public/Private Cooperation in Urban Development and Investment"; sponsored by Organization for Economic Cooperation and Development; Athens, Greece. Contact: Clifford H. Glover, 2 Rue Andre-Pascal 75775 Paris CEDEX 16.

4/2 - Conference
4/5

"A Salute to Volunteers" is the theme of the annual forum of the National Council on Alcoholism; Washington, D. C. Contact: Michael J. McMorro (212) 986-4433.

APR 5 - 11

No major events scheduled at this time.

APR 12 - 18

4/17 - Conference
4/20

"United Way ... At Work in the '80s." Volunteer Leaders Conference sponsored by United Way: Miami Beach. Contact: Raymond Unk (202) 836-7100.

APR 19 - 25

No major events scheduled at this time.

APR 26 - MAY 2

4/27 - Conference
5/1

National Association of Counties, Western Interstate Region Conference; Billings, Mt. Contact: Bruce Talley (202) 783-5113.

MAY 3 - 9

No major events scheduled at this time.

MAY 10 - 16

No major events scheduled at this time.

MAY 17 - 23

3/17 - Conference
3/19

Private Sector Initiatives Conference
co-sponsored by the Public Affairs
Council and the Public Relations
Society of America Public Affairs
Section; Minneapolis, Mn. Contact:
Don Deutsch (312) 875-8300.

MAY 24 - 30

No major events scheduled at this time.

MAY 31 - JUNE 6

5/6 - Conference
5/10

National Conference on Citizen Involvement, sponsored by VOLUNTEER: The National Center for Citizen Involvement; Yale University, New Haven, Ct.
Contact: Kris Rees, 1111 N. 19th St., Suite #500, Arlington, Va. 22209.

JUNE 7 - 13

No major events scheduled at this time.

JUNE 14 - 20

6/19 - Conference
6/23

U. S. Conference of Mayors annual meeting featuring an exposition of private/public partnerships; Minneapolis, Mn. Contact: (202) 293-7330.

THE WHITE HOUSE
WASHINGTON

file PSI

December 18, 1981

MEMORANDUM FOR JOSEPH W. CANZERI

FROM Jim Rosebush *JR*
SUBJECT Presidential Citations for Corporations

Muffie is right on target with her suggestion that we develop some form of recognition for corporate leadership in support of community programs, especially the arts.

Tom Wyman is chairing a sub-committee of the Task Force on Private Sector Initiatives on the subject of awards and recognition. The specific proposal for presidential recognition should come from this committee. I will mention Muffie's idea to Tom. I am certain that his deliberations will result in something very close to what was proposed in her memo to you and Mike.

One other comment. We need to be very careful to stay clear of anything that would look like the "social performance index" once proposed by Juanita Kreps. Business is very concerned that the Administration is raising expectations beyond their capacity to perform and that in citing certain firms for outstanding contributions we would therefore be opposing others. We just need to think this thing out very carefully and I think the Task Force is the right place to do it.

You can be assured that I will move forward with the idea.

cc: Michael K. Deaver ✓
Muffie Brandon

THE WHITE HOUSE

WASHINGTON

December 9, 1981

Jim Rosch

MEMORANDUM FOR: JOE CANZERI
MICHAEL DEAVER ✓

FROM: MUFFIE BRANDON

Muffie Brandon

Several months ago I proposed that a citation be developed for outstanding corporate contributions to the arts. After our discussion today with Tish Baldrige, it seems to me that once a year the President and Mrs. Reagan should host a very special dinner for outstanding corporate leadership in the private sector. There should be a boutonniere medallion made for each recipient as well as a beautifully calligraphed citation to hang on the office wall. After the Task Force has finished its report and certain programs are in progress, perhaps a dinner could be scheduled for late next autumn which would set a precedent and could be repeated each year.

I think the idea of salutations and citations to private initiative is terribly important and they will have a ripple effect throughout the private sector.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

December 9, 1981

cc
file
PSI

TO: MICHAEL K. DEEVER
FROM: JAMES S. ROSEBUSH *JSR*
SUBJECT: PSI HIGHLIGHTS
For November 25 through December 8, 1981

1. Overseas Private Investment Corporation (OPIC) - Establishing a Market Volunteers Program that will assist targeted small businesses. A group of highly skilled retired executives will contribute up to five (5) hours per week counseling small firms regarding development opportunities.
2. Fluor Corporation - Committed \$300,000 to establish a refugee assistance (job training) program in Orange County, California for Indo-Chinese and Hispanic refugees.
3. Eckerd Wilderness Program - Has been selected by the Governor of Florida to take over the State Correctional School for delinquents which would be the first time a state facility like this has been handed over to the private sector for management.
4. Boy's Club Caesars World Aftercare Program - With a grant of \$300,000 from Caesars World, the Boy's Club of Miami is successfully dealing with 50 juvenile delinquents under age 15. An excellent model.
5. R. J. Reynolds Industries - Announced the largest ever (\$1 million) grant to an historically Black college. The one million dollars will be used to construct a department of business building at Winston-Salem State University.
6. Synanon - Two members of the organization explained their distribution network for food products, nationally \$12 million annual distribution- they work with rehabilitated drug users etc., to give them jobs and goals and employment. Synanon has been the subject of unfavorable publicity in the past. Irregardless, the food distribution network is in sync with the President's PSI Program.
7. Electronics Industries Foundations - Have developed a successful model for finding employment for the handicapped. High success rate 1,151 placements since 1977, working with 457 companies, average starting salary - over \$10,000 per year/project w/industry.

8. Kenneth L. Khachigian- Former Nixon, Reagan speechwriter, now consultant for Smith-Kline- indicated that S/K would like to promote PSI through publicizing successful models- to be used in magazines, newspaper ads, Business Roundtable discussions, etc.
9. National Association of Manufacturers- Plans on holding a conference in January, 1982 to inculcate other association heads on the direction of PSI - eventually reaching a 20,000 person goal.
10. Los Angeles Business Community- Twenty-eight business leaders are meeting in LA, December 17th to discuss the formation of a corporate 2% Club, similar to the San Francisco effort.
11. Brookings- Held a one day seminar on private sector response to "government retrenchment".
12. AEI- Devoted an entire day during its recent "Public Policy Week" to PSI with the Vice President as the keynote.
13. D.C. Public Schools- Forming a partnership between business and the schools and planning several career training high schools. A local ad agency Goldberg/Machesano is donating the \$20,000 it typically spends on a lavish Christmas party to a new communication program in the D. C. public schools.
14. Gannett Foundation- Will announce Wednesday, December 16, 1982 \$1 million in grants to help solve community problems in 21 cities.
15. The American Advertising Federation- Has adapted voluntarism as it's theme with 209 clubs and 25,000 members supporting this effort.

cc: Baker
Baroody
Darman
Dole
Fuller
Gergen
Meese
Pauken
Speakes
Verity
Williamson