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WHITE HOUSE
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WORKSHEET

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Name of Document: BRIEFING PAPERS FOR
PRESIDENT'S SCHEDULED APPOINTMENTS FOR APR 28 82

Subject Codes:
 PR 007.01
 SO 003.
 C 0001.09
 FO 003.02
 BE 003.

1) Subject: Luncheon with Corporate Leaders
 regarding the Caribbean Basin
 Initiatives Program.

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
RMMATT	RSZ	1 / 1		1 / 1

Referral Note: _____

REVISED
UNPUBLISHED
April 27, 1982
7:00 pm

THE WHITE HOUSE
WASHINGTON
THE PRESIDENT'S SCHEDULE
Wednesday, April 28, 1982

9:00 am (5 min)	<u>Phone Call to Campaign Kickoff Breakfast for Congressman Broomfield</u> (Kenneth Duberstein)	Oval Office (distributed separately)
9:05 am (25 min)	<u>Staff Time</u> (Baker, Meese, Deaver)	Oval Office
9:30 am (15 min)	<u>National Security Briefing</u> <i>WALTER STESSEL</i> (William P. Clark) <i>HOWARD TRICHER</i> <i>SEETY NAIG</i> <i>BUD MCFARLAND</i> <i>GEOFF KEMP</i>	Oval Office
9:45 am (2 hrs. 15 min)	<u>Budget Briefing</u> (James Baker)	Oval Office
12:00 m (75 min)	<u>Lunch with Chief Executive Officers of Major U.S. Corporations re Caribbean Basin Initiatives</u> (Elizabeth Dole/Muffie Brandon)	State Dining Room (Tab A) (draft remarks attached)
1:15 pm (30 min)	<u>Personal Staff Time</u>	Oval Office
1:45 pm	<u>Depart for Capitol Hill</u> (Stephen Studdert)	South Lawn (distributed in a.m.)
	<u>Meeting with Tip O'Neill</u> (Stephen Studdert/Kenneth Duberstein)	
Undetermined	<u>Return White House - To Residence for remainder of Day</u>	Residence

THE WHITE HOUSE
WASHINGTON
THE PRESIDENT'S SCHEDULE
Wednesday, April 28, 1982

8:54 - OVAL

9:00 am (5 min)	Phone Call to Campaign Kickoff Breakfast for Congressman Broomfield (Kenneth Duberstein)	Oval Office
9:05 am (25 min)	Staff Time (Baker, Meese, Deaver)	Oval Office
9:30 am (15 min)	National Security Briefing 9:20 - 9:45 (William P. Clark), W. STROESSEL, JEFF KEMP, HENNING TEICHER	Oval Office
9:45 am (2 hrs. 15 min)	Budget Briefing 10:10 - (James Baker)	Oval Office
12:00 m (75 min)	Lunch with Chief Executive Officers of Major U.S. Corporations re Caribbean Basin Initiatives (Elizabeth Dole/Muffie Brandon)	State Dining Room
1:15 pm (30 min)	Personal Staff Time	Oval Office
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THE WHITE HOUSE

WASHINGTON

April 27, 1982

LUNCHEON WITH CORPORATE LEADERS

DATE: April 28, 1982
LOCATION: State Dining Room
TIME: 12:00 - 1:15 p.m.

FROM: ELIZABETH H. DOLE 

I. PURPOSE

To mobilize corporate support on behalf of the economic and social trade aspects of the Caribbean Basin Initiatives package.

II. BACKGROUND

The luncheon has been planned by the State Department and U.S. Trade Representative to help mobilize corporate support for CBI. The luncheon guests include approximately 50 corporate CEOs and presidents. Following lunch, a more detailed briefing will be conducted on the political and trade aspects of CBI with Secretary Haig, Ambassador Brock, and Peter McPherson, Administrator of AID. Secretary Regan will also address the group on the economic outlook.

III. PARTICIPANTS

See attached list.

IV. PRESS PLAN

Full press

V. SEQUENCE OF EVENTS

11:55 Welcome by Elizabeth H. Dole
12:00 You enter the State Dining Room and proceed to your table.
12:02 Lunch
1:00 The press assembles.
1:05 You deliver your remarks.
1:15 You depart.

ATTACHMENT: Participants

PARTICIPANTS
LUNCHEON/BRIEFING
April 28, 1982

Anthony Anderson, CEO, H.B. Fuller
Charles Bludhorn, Chairman & CEO, Gulf & Wester
John Bookout, CEO, Shell Oil
Frank Borman, President & CEO, Eastern Airlines
John C. Duncan, Chairman & CEO, St. Joe Minerals Corp.
David Fagin, AMAX, Inc.
Richard L. Gelb, Chairman of the Board & CEO, Briston-Myers Co.
A.E. Gibson, President, Delta Steamship Lines, Inc.
Maurice Greenberg, Chairman & President, American International Group
Armand Hammer, Chairman, Occidental International Corp.
Samuel Hayden, President, Council of the Americas
Leon Hess, Chairman, Amerada Hess
Raymond J. Hill, CEO, Ball Agricultural Systems
John E. Hunnicutt, Peat, Marwick & Mitchell
George Jenkins, EXXON
Peter Johnson, Executive Director, Caribbean/Central American Action
John H. Keller, President & CEO, Caribbean Holidays, Inc.
Don Kendall, Chairman of the Board, Pepisco
James E. Lee, President, Gulf Oil
Robert Lundeen, Dow Chemical
Russell Marks, Jr., President, The Americas Society
J.E. McDonough, Joseph E. Seagrams & Sons
Seymour Milstein, Chairman & CEO, United Brands
Richard Morrow, Standard Oil of Indiana
George B. Munroe, CEO, Phelps-Dodge
William Norris, CEO, Control Data
Rafael Pagan, CEO, Nestle's Coordination Center for Nutrition
Alexander Perry, President, Assoc. of American Chamber of Commerce
in Latin America
James A. Purdy, ITT
Carl Reichardt, President, Wells Fargo International, N.A.
Ogden R. Reid, President & CEO, Herald Tribune Publishing Co.
David P. Reynolds, Chairman & CEO, Reynolds Metals Co.
M. William Roche, Pfizer, Inc.
David Rockefeller
Arthur M. Sackler, CEO, International Publisher
Robert Schaeberle, Chairman of the Board & CEO, Nabisco, Inc.
George Shinn, Chairman, First Boston Corp.
Nathan Shippee, Chairman, Prudential Group
William Spoor, CEO, Pillsbury
Edward Telling, President, Chairman & CEO, Sears Roebuck & Co.
Eli Timoner, CEO, Air Florida Airlines
David J. Tolan, Sea-Land Services, Inc.
Alexander McW. Wolfe, Jr., Chairman & CEO, Southeast First National
Bank of Miami
Raymond Mason, Chairman, The Charter Co.
G. Kirk Raab, Abbott Laboratories

ADMINISTRATION PARTICIPANTS

Secretary of State
Secretary of Treasury
Ambassador Brock
Edwin Meese
James Baker
William Clark
Elizabeth H. Dole
Craig Fuller
Richard Williamson
Craig Nalen
Peter McPherson
Diana Lozano

Table 7

THE PRESIDENT

Mr. David Rockefeller

Mr. Richard L. Gelb

Mr. Robert Schaeberle

Mr. Carl Reichardt

Mr. John C. Duncan

Mr. Edward Telling

Mr. Don Kendall

(Bakshian)
April 27, 1982
4:00 p.m.

PRESIDENTIAL REMARKS: LUNCH WITH CHIEF EXECUTIVE OFFICERS OF
MAJOR U.S. CORPORATIONS REGARDING CARIBBEAN BASIN INITIATIVES
APRIL 28, 1982

Welcome to the White House.

I can't tell you how happy I am to see such an impressive turnout of American business leaders here today. The subject that has brought us together is an important one -- one that can help to shape the history of our hemisphere in a positive way for many generations to come.

Just as the magic of the marketplace has made the United States the economic wonder of the world, I am convinced it can be used to bring a freer, more abundant life to our neighbors in the Caribbean Basin region. But transforming this dream into a reality will be no easy job; it will require your best efforts and mine. I believe we can and will succeed.

Now I know that you will be meeting this afternoon with Al Haig, Don Regan, Bill Brock, Peter McPherson, and other senior Administration officials, so I don't want to steal their thunder. But I can't stress enough how strongly I feel about the potential for good -- for human betterment and for our own national interest -- that is tied to our Caribbean Basin Initiative.

More than 2 years ago, when I announced my candidacy for President, I spoke of my ambition to bring about an accord with our two neighbors on the North American continent. I used the word "Accord" deliberately. I wasn't thinking of any rigid new arrangement, but rather of strengthening and renewing the natural

ties of friendship, history and geography that unite the freedom-loving peoples of the Americas.

This past February, I carried this concept a step farther in announcing our Caribbean Basin Initiative -- a comprehensive program to enhance security and cooperation with our Caribbean neighbors while, at the same time, laying the groundwork for a freer, more prosperous future for the peoples of the region.

I realize that some of our citizens may have been a little skeptical at first. Why us? Why now? And why the Caribbean Basin?

The answer, it seems to me, is as clear as it is urgent. Our neighbors in the region -- some two dozen countries of the Caribbean and Central America -- are not unfamiliar names from some isolated corner of the world far from home. They're very close to home, and their concerns are our concerns, their problems our problems.

The country of El Salvador, for example, is nearer to Texas than Texas is to Massachusetts. The Caribbean region is a vital strategic and commercial artery for the United States. Almost half of our trade, two-thirds of our imported oil, and over half of our imported strategic minerals pass through the Panama Canal or the Gulf of Mexico. So the well-being and security of our friends in the Caribbean are inextricably linked to our own.

And the problems facing the region are both grave and immediate. One of those problems is security. It is in our own vital interest to help our Caribbean friends to protect themselves from hostile, foreign-inspired forces that would

impose an alien ideology through the use of violence and terrorism. Elements of our assistance program address this problem and they are crucial to the success of our broader hopes for peaceful economic development.

But security assistance alone is only a part of the picture. To me, the most exciting and promising aspect of this initiative is our economic program -- a program that can plant the seeds of prosperity, freedom and stability for the average citizens of the region by fostering the free flow of goods, ideas and technology in a free market setting.

The promise is great; so is the challenge. For today the countries of the Caribbean Basin region are under economic siege. Just to give you an idea of the difficulties they face, in 1977, 1 barrel of oil was worth 5 pounds of coffee or 155 pounds of sugar. But to buy that same barrel of oil now, these small countries must provide five times as much coffee or more than twice as much sugar today. This economic disaster is consuming our neighbors' money, reserves, and credit, forcing thousands of people to leave for other countries -- often, illegally, to the United States -- and is shaking even the most established democracies.

And, as always happens, economic disaster has provided fresh openings for the foes of freedom, national independence, and peaceful development.

So the economic threat to the region is also a political and human one.

Last year, I went to the Cancun Summit of Developed and Developing Countries and offered a fresh view of the development process. For the past 15 years, the world has been led to believe that the road to development is paved with massive aid transfers and centralized international institutions. The historical record shows just the opposite. Those countries that have succeeded have used chiefly their own resources and pursued policies which emphasized trade, investment and the role of the private sector. Not everyone liked the view I presented, but none could dispute its record of success.

Now in consultation with other friendly governments of the Americas and with leaders of the Basin region, we have come up with a balanced package of trade, investment and foreign assistance offering practical examples of the view I presented at Cancun. The key to this program, the true catalyst for prosperity, lies with the positive force of the marketplace. If our program works, and our own experience suggests that it can do no less, the Caribbean Basin Initiative can change the course of development policy around the world. It can usher in a new era of more free-market policy in many countries which since their recent independence have often marched to a different drummer.

Hence, your role -- the private sector role -- is critical. From the very outset, we have stressed that to work our initiative's aid package must be complemented by trade and investment unleashing the magic of the marketplace, the market of the Americas, to help the peoples of the Caribbean Basin region earn their own way to self-sustaining growth.

Our program is geared to helping our neighbors help themselves, to creating the conditions under which creativity and private entrepreneurship can flourish. Our aid will encourage private sector activities instead of displacing them.

The heart of the program is free trade for Caribbean Basin products exported to the United States. Currently, some 87 percent of these exports already enter U.S. markets duty free, many under the generalized system of preferences. But these exports only cover a limited range of existing products, not the rich variety of potential products these talented and industrious peoples are capable of producing under the free trade arrangement we have proposed.

Under our program, exports from the area will receive duty-free treatment for 12 years. Thus, new investors will be able to enter the market knowing that their products will receive duty-free treatment for at least the pay-off lifetime of their investments.

The only exceptions to the free trade concept will be textiles and apparel and sugar. In these cases, our immediate neighbors will receive quotas as liberal as are consistent with our domestic and international obligations under law.

The impact of this free trade approach will develop slowly. The economies we seek to help are small. Even as they grow, all the protections now available to U.S. industry, agriculture and labor against disruptive imports will remain. And growth in the Caribbean will benefit everyone with American exports finding new markets.

The tax incentives we are asking the Congress to provide will further encourage investment in the Caribbean Basin. We are also prepared to negotiate bilateral investment treaties with individual basin countries.

We are also asking for Economic Support Funds to provide direct aid to these countries to help them overcome balance of payment problems. This direct aid will help sustain private sector initiatives undertaken through trade and investment.

For our own private sector, all this represents a great challenge and a great opportunity. Through your leadership and example, we can prove anew that economic freedom works, and that it is still the best path to freedom and prosperity.

But to bring the blessings of the marketplace to the peoples of the Caribbean Basin will require your commitment as citizens and leaders of the business community. Government cannot do it alone; you are indispensable.

What can you do specifically?

- First, let me ask you to familiarize yourself with the various programs in AID, OPIC, the Department of Commerce, the Department of Labor, and other government agencies that support the Caribbean Basin Initiative.
- Second, let me encourage you to make available to these agencies, should they request it, some of your highly-qualified mid-career people who can bring a realistic perspective to these government programs. At AID, Peter McPherson is developing a new Private Enterprise Bureau. That Bureau needs investment

specialists to advise on making our aid programs more helpful in creating the infrastructure needed to support private investment.

- Third, reconsider the prospects for your companies to invest in the Caribbean. Take another look at this region in light of the commitment which this government and other governments in Mexico, Canada, Venezuela and Colombia have undertaken to encourage private sector development in the Caribbean.
- Fourth, let me and the officials of this Administration have your comments and advice as you move into this region about what we could do better.
- Fifth, help us to secure passage of the Caribbean Basin legislation now pending before the Congress. See your Congressmen or write to them about the real business opportunities that are offered to you by this program.

This Administration recognizes how invaluable you are. We want to help you in every way we can -- and I am confident that a sustained working relationship can grow out of the meetings you've had here this morning. As I said in my radio speech last Saturday, "This could be the start of something big," something wonderful that each of you -- and the proud tradition of economic freedom you uphold -- can bring into being.

Nearly a century ago, a great citizen of the Caribbean and the Americas, the Cuban poet and statesman Jose Marti, wrote that "Mankind is composed of two sorts of men -- those who love and create and those who hate and destroy."

Our own history proves that the forces of freedom and economic vitality can unlock what is best in human nature and encourage individual members of society to their greatest levels of achievement, to dream and to build a freer, more abundant life for all.

In the United States we have made freedom work. With your help, our friends in the Caribbean Basin can do the same thing for themselves.

I'm counting on you -- history is counting on you -- to help write a great new chapter in the saga of what we proudly call the New World.

Thank you all, and God bless you.