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NY

WHITE HOUSE  
OFFICE OF RECORDS MANAGEMENT  
WORKSHEET

TR

- X-MEDIA
- H-INTERNAL

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

MAY 1 1983

Subject Codes:

P	R	0	0	7	-	0	1
M	A	0	0	5	-		
A	0	1	0	5	-		
					-		
					-		
P	R	0	1	6	-		
P	U				-		
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L	E				-		
					-		
N	D	0	1	8	-		
F	G	0	3	5	-		
					-		
					-		
					-		
					-		

1) Subject: Ceremony to present to Louis and Fred Ruiz the Small Business Persons of the Year award.

2) Meeting with RAY CAVE, editor of Time Magazine

3) Meeting with John Naisbitt, author of MEGATRENDS.

4) Meetings to discuss the MX resolution with the following senators separately:

- A) Warren Rudman
- B) Arlen Specter
- C) J. Bennett Johnston
- D) Mark Andrews
- E) Floyd Bentsen

ROUTE TO:		ACTION		DISPOSITION		
Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
RMHENL		RSZ			C	

Referral Note:





THE SCHEDULE OF  
PRESIDENT RONALD REAGAN

Wednesday, May 11, 1983



9:00 am (30 min)	<u>Staff Time</u> (Baker, Meese, Deaver)	Oval Office
9:30 am (15 min)	<u>National Security Briefing</u> (Clark)	Oval Office
9:45 am (15 min)	<u>Senior Staff Time</u>	Oval Office
10:00 am (60 min)	<u>Personal Staff Time</u>	Oval Office
11:00 am (15 min)	Observance of Small Business Week & Recognition of Small Business Persons of the Year (Fuller/Henkel) (Tab A) (draft remarks attached)	Rose Garden
11:15 am (15 min)	<u>Meeting with Cardinal Krol</u> (Clark) (distributed separately)	Oval Office
11:45 am (15 min)	<u>Courtesy Call by Ray Cave</u> (Gergen/Speakes) (Tab B)	Oval Office
12:00 m (60 min)	<u>Lunch with John Naisbitt</u> (Fuller) (Tab C)	Oval Office
1:00 pm (60 min)	<u>Congressional Meeting</u> (Duberstein) (Tab D)	Cabinet Room
2:00 pm (25 min)	Signing Ceremony for Baseball Month and Little League Game (Duberstein/Henkel) (Tab E) (draft remarks attached)	South Lawn
2:30 pm (60 min)	<u>Congressional Meeting</u> (Duberstein) (Tab F)	Cabinet Room
3:15	<i>Trassler</i>	
3:45 pm (60 min)	<u>Meeting with Secretary Shultz</u> (Clark)	Oval Office
5:00 pm (60 min)	<u>Congressional Meeting</u> (Duberstein) (Tab G)	Oval Office

UNP 5/10/83  
4:00 pm

*set*

THE SCHEDULE OF  
PRESIDENT RONALD REAGAN



Wednesday, May 11, 1983

*9:06 oval*

9:00 am (30 min)	<u>Staff Time</u> (Baker, Meese, Deaver)	Oval Office
9:30 am (15 min)	<u>National Security Briefing</u> (Clark) <i>BUSH, CLARK, SM, JA, MRO</i> <i>KEN DAM, AMB KAMPelman</i>	Oval Office
9:45 am (15 min)	<u>Senior Staff Time</u>	Oval Office
10:00 am (60 min)	<u>Personal Staff Time</u> <i>9:55-</i>	Oval Office
11:00 am (15 min)	Observance of Small Business Week & Recognition of Small Business Persons of the Year (Fuller/Henkel)	Rose Garden <i>11:00-11:07</i> <i>PHOTO</i> (Tab A) (draft remarks attached)
11:15 am (15 min)	<u>Meeting with Cardinal Krol</u> (Clark)	Oval Office <i>11:17-11:40</i> (distributed separately)
11:45 am (15 min)	<u>Courtesy Call by Ray Cave</u> (Gergen/Speakes)	Oval Office (Tab B)
12:00 m (60 min)	<u>Lunch with John Naisbitt</u> (Fuller)	Oval Office <i>12:05-</i> (Tab C)
1:00 pm (60 min)	<u>Congressional Meeting</u> (Duberstein)	Oval Office <del>Cabinet Room</del> <i>1:05</i> (Tab D)
2:00 pm (25 min)	Signing Ceremony for Baseball Month and Little League Game (Duberstein/Henkel)	South Lawn <i>2:00-2:03 U.S. AIR FORCE THUNDER BIRDS - DIPLOMATIC REC. ROOM - PHOTO</i> <i>PHOTO</i> (Tab E) (draft remarks attached)
2:30 pm (60 min)	<u>Congressional Meeting</u> (Duberstein)	Oval Office <del>Cabinet Room</del> (Tab F)
3:45 pm (60 min)	<u>Meeting with Secretary Shultz</u> (Clark)	Oval Office <i>PHOTO</i> <i>3:48-4:42</i>
5:00 pm (60 min)	<u>Congressional Meeting</u> (Duberstein)	Oval Office <i>JB, SM, CLARK, KEN DAM, McFARLAND</i> <i>5:20-5:50</i> (Tab G)

*5:54-6:13 Sen ARLEN SPECTER, (R. PA.) - OVAL*  
*BUSH, SCORSETT, PONTIUS*

*6:16-6:20 JB, SCORSETT, DANMAN, DUBERSTEIN*  
*McFARLAND*  
*6:21 - RESIDENCE*

UNP 5/10/83  
4:00 pm

THE SCHEDULE OF  
PRESIDENT RONALD REAGAN

Wednesday, May 11, 1983



9:00 am (30 min)	<u>Staff Time</u> (Baker, Meese, Deaver)	Oval Office
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UNP 5/10/83  
4:00 pm

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

May 27, 1983

TO: DAVE FISCHER  
FROM: PAM TURNER   
SUBJECT: Attendance at Meeting with the President

The following individuals met with the President on  
May 11, 1983 (discussion of defense issues):

Senator Charles Grassley (R-Iowa)  
James A. Baker  
William Clark  
Ken Duberstein



MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

May 27, 1983

TO: DAVE FISCHER  
FROM: PAM TURNER *pt*  
SUBJECT: Attendance at Meeting with the President

The following individuals were present at a meeting with the President on May 11, 1983 (discussion of MX):

The Vice President  
Senator Mark Andrews (R-North Dakota)  
Brent Scowcroft

Staff

Pamela J. Turner

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 27, 1983

TO: DAVE FISCHER  
FROM: PAM TURNER *pt*  
SUBJECT: Attendance at Meeting with the President

The following individuals were present at a meeting with the President on May 11, 1983 (discussion of MX):

The Vice President  
Senator Lloyd Bentsen (D-Texas)  
Brent Scowcroft

Staff


Pamela J. Turner

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 27, 1983

TO: DAVE FISCHER  
FROM: PAM TURNER   
SUBJECT: Attendance at Meeting with the President

The following individuals attended a meeting with the President on May 11, 1983 (discussion of MX):

The Vice President  
Senator Warren Rudman (R-New Hampshire)  
Brent Scowcroft

Staff

Pamela J. Turner

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 27, 1983

TO: DAVE FISCHER  
FROM: PAM TURNER *pt*  
SUBJECT: Attendance at Meeting with the President

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The Vice President  
Senator Mark Andrews (R-North Dakota)  
Brent Scowcroft


Staff

Pamela J. Turner

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

May 27, 1983

TO: DAVE FISCHER  
FROM: PAM TURNER   
SUBJECT: Attendance at Meeting with the President

The following individuals were present at a meeting with the President on May 11, 1983 (discussion of MX):

The Vice President  
Senator Bennett Johnston (D-Louisiana)  
Brent Scowcroft

Staff

Pamela J. Turner

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

May 27, 1983

TO: DAVE FISCHER  
FROM: PAM TURNER *PT*  
SUBJECT: Attendance at Meeting with the President

The following individuals attended a meeting with the President on May 11, 1983 (discussion of MX):

The Vice President  
Senator Arlen Specter (R-Pennsylvania)  
Brent Scowcroft

Staff

Pamela J. Turner

cc: Dave Fischer  
Kathy Osborne  
Nell Yates

MEETING WITH HIS EMINENCE JOHN CARDINAL KROL, ARCHBISHOP OF PHILADELPHIA

Wednesday, May 11, 1983 -- 11:15 a.m. -- Oval Office

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The President  
The Vice President  
William P. Clark  
Paula Dobriansky, NSC

John Cardinal Krol

*FAITH WHITTLESEY*

THE WHITE HOUSE

WASHINGTON

May 11, 1983

MEMORANDUM FOR DAVE FISCHER

FROM: M. B. OGLESBY, JR. *hp*

SUBJECT: Attendance at Presidential Ceremony

The following Members of the House of Representatives attended this morning's Rose Garden Ceremony honoring award recipients for Small Business Week:

- o Congressman Chip Pashayan
- o Congressman Joe McDade




THE WHITE HOUSE

WASHINGTON

May 11, 1983

MEMORANDUM FOR DAVE FISCHER

FROM: M. B. OGLESBY,  R.

SUBJECT: SIGNING CEREMONY FOR PROCLAMATION DESIGNATING  
MAY 1983 NATIONAL AMATEUR BASEBALL MONTH

The following Members of Congress were in attendance at the signing ceremony for the National Amateur Baseball Month proclamation held today at 2:00 P.M. on the South Lawn:

Congressman Silvio Conte (R-MA)  
Congressman Robert Garcia (D-NY)  
Congressman Mario Biaggi (D-NY)  
Congressman Henry Gonzalez (D-TX)  
Congressman Benjamin Gilman (R-NY)  
Congressman Mel Levine (D-CA)  
Congressman Connie Mack (R-FL)  
Congressman Jack Kemp (R-NY)  
Congresswoman Marjorie Holt (R-MD)  
Congressman Don Ritter (R-PA)  
Resident Commissioner Baltasar Corrada (Puerto Rico)

cc: (Dave Fischer  
Kathy Osborne  
Nell Yates

MEETING WITH AMBASSADOR PAUL NITZE

THURSDAY, May 11, 1983 -- 1:15 p.m. -- Oval Office

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✓ The President  
✓ William P. Clark  
✓ Ambassador Paul Nitze  
✓ J.P. BUSH

cc: Dave Fischer  
Kathy Osborne  
Nell Yates

MEETING WITH AMBASSADOR PAUL NITZE

THURSDAY, May 11, 1983 -- 1:15 p.m. -- Oval Office

---

The President

William P. Clark

Ambassador Paul Nitze

*Joe Lehman*

THE WHITE HOUSE

WASHINGTON

May 11, 1983

MEMORANDUM FOR DAVE FISCHER

FROM: M. B. OGLESBY, JR. *Bo*

SUBJECT: Presidential Meeting Attendance

The following individuals were in attendance at the 5 p.m. meeting today with the President in the Oval Office regarding MX:

Kenneth Dam, Deputy Secretary of State  
Paul Thayer, Deputy Secretary of Defense  
General John Vessey, Chairman, Joint Chiefs of Staff

Members of Congress (House)

Trent Lott (R-Mississippi)  
Jim Olin (D-Virginia)  
J. J. Pickle (D-Texas)  
Jim Courter (R-New Jersey)  
Dan Glickman (D-Kansas)

Staff

Edwin Meese  
M. B. Oglesby, Jr.

THE WHITE HOUSE

WASHINGTON

May 10, 1983

MEETING WITH SENATOR J. BENNETT JOHNSTON (D-LOUISIANA)

DATE: Wednesday, May 11, 1983

LOCATION: The Oval Office

TIME: 1:40 p.m. (20 minutes)

FROM: Kenneth M. Duberstein *K.D.*

I. PURPOSE

To discuss Senate Appropriations Committee action on the MX resolution.

II. BACKGROUND

Senator Bennett Johnston serves as a member of the Senate Appropriations Committee which will be voting on the MX Resolution on Thursday. Although Johnston has been generally supportive of the Administration's defense efforts, he is not a strong supporter of MX and has indicated that he is undecided on the resolution. Johnston said that he will be watching very closely our reaction and response to the letter which you received from Senators Cohen, Nunn, and Percy recommending more emphasis on arms control, the Midgetman missile, and graduated build-down. Since we only have one firm Democrat vote at this time on the Committee, Johnston's support will be very important.

III. PARTICIPANTS

The President

The Vice President

Senator J. Bennett Johnston (D-Louisiana)

Brent Scowcroft, Chairman, Commission on Strategic Forces

Staff

James A. Baker III

Edwin Meese III

William Clark

Robert McFarlane

Ken Duberstein

*Call made  
Unsuccessful.*

HANDWRITING FILE

THE WHITE HOUSE

WASHINGTON

May 10, 1983

MEETING WITH SENATOR WARREN RUDMAN (R-New Hampshire)

DATE: Wednesday, May 11, 1983

LOCATION: The Oval Office

TIME: 1:00 p.m. (20 minutes)

FROM: Kenneth M. Duberstein *Ken D.*

I. PURPOSE

To discuss Senate Appropriations Committee action on the MX resolution.

II. BACKGROUND

The Senate Appropriations Committee is scheduled to vote tomorrow on S. Con. Res. 26, the MX resolution. Senator Warren Rudman, a member of the Appropriations Committee, has indicated that he remains undecided on this issue. Although MX Commission Member Nick Brady feels that Rudman will eventually support the MX, Rudman describes himself as a "fence sitter" and says that he is still considering several questions before making a final decision.

Rudman questions whether we will be getting enough increase in deterrent to justify the cost of MX. He has doubts about the argument that we need to deploy the MX in order to reassure our allies. He also has reservations about spending \$16 billion to deploy the MX in 1987 since the proposed Midgetman could be ready four years later. He wants to know what the adverse affects -- politically, from a negotiations standpoint, etc. -- will be if we fail to deploy the MX. Rudman will also be influenced by a strong arms control position with relation to the MX.

III. PARTICIPANTS

The President

The Vice President

Senator Warren Rudman (R-New Hampshire)

Brent Scowcroft, Chairman, Commission on Strategic Forces M

Staff

James A. Baker III

Edwin Meese III

William Clark

Robert McFarlane

Ken Duberstein

*Call made  
I believe yes.*

ADMINISTRATIVE FILE

THE WHITE HOUSE

WASHINGTON

'83 MAY 11 P1:52

May 11, 1983

ACTION

MEMORANDUM FOR THE PRESIDENT

*wpk*

FROM: WILLIAM P. CLARK

SUBJECT: Talking Points for the President's  
Photo Opportunity with Secretary  
of State George Shultz,  
Wednesday, May 11, 1983, 3:45 p.m.,  
The Oval Office

Attached at Tab A are recommended talking points to use during the photo opportunity when you meet with George Shultz this afternoon at 3:45 p.m. in the Oval Office. The talking points welcome George back, congratulate him on his trips, stress our hope for peace in the Middle East and cite the progress at the OECD as a good omen for Williamsburg.

Recommendation

OK    No

PR           That you use the attached talking points.

Attachments:

-- Talking Points and 3x5 card

Prepared By:  
Geoffrey Kemp

cc Vice President  
Ed Meese  
Jim Baker  
Mike Deaver  
Dave Gergen





## TALKING POINTS

- IT IS MY GREAT PLEASURE TO WELCOME GEORGE SHULTZ BACK AFTER HIS SUCCESSFUL VISITS TO THE MIDDLE EAST AND EUROPE. IN THE MIDDLE EAST, HE ACHIEVED WHAT MANY SAID HE COULD NOT, BUT WE ALL HOPED HE WOULD -- AN AGREEMENT IN PRINCIPLE BETWEEN LEBANON AND ISRAEL THAT WILL LEAD TO THE WITHDRAWAL OF ALL EXTERNAL FORCES FROM LEBANON. NOW WE HOPE THE SYRIANS ARE GOING TO ACCEPT THIS AGREEMENT. WE KNOW THERE ARE PROBLEMS AHEAD AND THE SOVIETS ARE NOT BEING HELPFUL, BUT IT CAN BE DONE.
  
- WE ARE VERY PLEASED, TOO, WITH THE OECD MEETING IN PARIS. IT SET THE RIGHT TONE FOR THE WILLIAMSBURG SUMMIT AT THE END OF THE MONTH. WE OWE GEORGE SHULTZ AN ENORMOUS DEBT FOR HIS UNTIRING AND SELFLESS EFFORTS FOR OUR COUNTRY.




THE WHITE HOUSE

WASHINGTON

May 10, 1983

SMALL BUSINESS PERSON OF THE YEAR CEREMONY

DATE: May 11, 1983  
LOCATION: Rose Garden  
TIME: 11:00 AM (15 minutes)  
FROM: Craig L. Fuller 

I. PURPOSE

To salute State Small Business Persons of the Year and to present an award to the 1983 national winner.

II. BACKGROUND

To recognize the accomplishments and importance of small businesses, you have proclaimed the week of May 8, 1983 as National Small Business Week. Small Business Week honors America's entrepreneurs and small business owners who are among the most dynamic and innovative leaders of the business community.

The State Small Business Persons of the year have been selected from over 13 million small business owners as representing the very best of the entrepreneurial spirit in our nation. The 1983 "Small Business Persons of the Year" are Louis Ruiz and Fred Ruiz of Tulare, California. This father and son, assisted by an SBA loan, started a Mexican frozen food company in 1964. Today they employ 200 people and have sales of \$9.6 million.

1983 will be the 30th Anniversary of the Small Business Administration.

III. PARTICIPANTS

The Vice President; James Sanders, Administrator of the SBA; Louis Ruiz and Fred Ruiz, the 1983 winners; O. Crosswell Branch, first runner-up; and Fred Lubber, second runner-up.

IV. PRESS PLAN

White House Press

V. SEQUENCE OF EVENTS

- Jim Sanders will make opening remarks.
- The Vice President will make brief remarks and announce the three finalists.
- You will proceed to the podium to make brief remarks and announce the 1983 winners.
- You will present a plaque to Louis Ruiz and Fred Ruiz.

(Rohrabacher/AB)  
May 10, 1983  
5:00 p.m.

PRESIDENTIAL REMARKS: SMALL BUSINESS WEEK  
WEDNESDAY, MAY 11, 1983

Good morning and welcome to the Rose Garden. I am told you have an action packed schedule in our city, so we are especially pleased you could be with us this morning as part of the Small Business Week celebration. You are here today, because you have been selected from the millions of America's small business owners, representing the best of the entrepreneurial spirit in our Nation. You have, each in your own way, proven that the American dream of economic independence, of individual initiative, of personal excellence, can still be achieved through small business. Back in Dixon, Illinois, I remember the business owners who lived right over the store. You might say I've got a similar arrangement here at the White House.

But as we stand here together, I am vividly reminded of those shopkeepers, the druggist, the feed store owner, all of those small town businessmen and women who made our town work -- building our community and along with it our Nation.

In so many ways you here today, and your colleagues across the country, represent America's pioneer spirit.

In just a few moments it will be my great privilege to announce the 1983 Small Business Person of the Year, the 20th annual award of this special honor. It will be one of these three contestants: either Fred Luber, O.C. Branch, or Louis and Fred Ruiz. I, for one, am certainly glad I didn't have to make the choice, because each of you has so much of which to be proud.

It is gratifying to see among your ranks, a growing number of women and minority entrepreneurs, demonstrating that our economic system is open and free to all who wish to pursue their dreams of success and offering an important method of advancement for those trying to better themselves.

Small business has also played a vital role in helping our country weather the economic storm from which we are now emerging. Small business laid off fewer workers than big business and it will be on the cutting edge of economic recovery. From July 1981 through December 1982, finance, insurance, and real estate -- a sector dominated by small firms -- actually gained about 65,000 new jobs while the service sector, also dominated by small firms, added some 535,000 new jobs.

I know much has been said and written about the high rate of small business failures. But the other side of the coin is that in 1981 a record of 580,000 new businesses were formed and, in 1982, some 560,000 new enterprises were begun. There is no question that we are all concerned about unemployment. And perhaps this is where small business plays its greatest role in the economy. Of the 2.8 million new jobs added from 1981, some 60 percent were in firms of less than 500 employees.

We know how important small business is and we've done our best to reestablish an economic environment where the small entrepreneur can thrive. First, we've successfully cut inflation from double-digits to less than a third of its former rate. Second, we've been able to bring sky-rocketing interest rates down from a staggering 21.5 percent to 10.5 percent -- and we

expect more progress here. Third, we've attacked the regulatory burden and we are continuing to slice away the needless red tape. Fourth, we've succeeded in getting the Prompt Payments Act on the books so that small firms doing business with the Government are paid promptly. Fifth, we're increasing Federal procurement from minority enterprise. Sixth, we've provided small business with more opportunity to participate in international trade, through the Export Trading Company Act. Seventh, we signed into law the Small Business Innovation Development Act, assuring America's small high-tech firms a greater share of Government research and development.

Personally I'm convinced that this Administration's greatest contribution to small business and, indeed, to all Americans, is our package of tax reforms.

We've broken through tax barriers to capital formation and investment, and virtually eliminated estate taxes for a surviving spouse. Our tax indexing provision on individual tax rate cuts will make it easier for small business owners to fund and maintain their companies. These tax reforms are designed to spur saving, investment, and productivity.

There's an old economic axiom still true today that says, "If people are not allowed to earn more by producing more, then no more will be produced." Well, that's why our tax incentives are critical to recovery. The third year of the tax cut and tax indexing will enormously benefit small business people and average working families. Repealing those rate cuts and indexing would be a cruel blow to the American people and would probably

knock the wind right out of the recovery. Well, I won't let that happen. You can count on that.

Now I know you have a full schedule. Earlier I said you reminded me of small town America and of the pioneer spirit. And you do. You also hold the promise of America's future. It is, after all, the small business sector that provides most of our innovations. It is in your dreams, your aspirations, that our future will be molded and shaped. You are the pioneers in America's continuing frontier -- best and endless frontier -- the free enterprise system.

I join the Small Business Administration and all Americans in saluting you, the Small Business Person of 1983. We have all met the three finalists, and now it gives me great pleasure to recognize as the Small Business Person of the Year, a very special team from Tulare, California, a father and son who've shown what can be accomplished with the spirit of enterprise, Louis and Fred Ruiz.

Congratulations.

Louis and Fred, I'd just like to tell you that one of the things Californians miss the most when they move out here -- and my staff will testify to this -- is Mexican food. So keep up your good work, we're counting on you.

*B*



THE WHITE HOUSE

WASHINGTON

MEETING WITH RAY CAVE - TIME MAGAZINE

DATE: Wednesday, May 11, 1983

PLACE: Oval Office

TIME: 11:45 am (15 minutes)

FROM: Larry Speakes/<sup>S</sup>Dave Gergen<sup>DG</sup>

I. PURPOSE

To get acquainted with Ray C. Cave, Managing Editor of Time Magazine.

II. BACKGROUND

Ray Cave, Managing Editor of Time Magazine in New York, is spending a week in Washington seeing a variety of people in government. He will meet with the Vice President at 5:00 pm today.

Mr. Cave has been Managing Editor of Time since 1978. Prior to this he was Assisting Managing Editor of Sports Illustrated for nearly 15 years. His first journalism job was as a foreign correspondent for the Baltimore Sun.

III. PARTICIPANTS

The President  
Ray C. Cave - Managing Editor - Time Magazine  
Robert Ajemian - Washington Bureau Chief - Time Magazine  
Larry Barrett - White House correspondent - Time Magazine  
Doug Brew - White House correspondent - Time Magazine

IV. PRESS PLAN

The meeting will be off-the-record and of a non-news nature. White House photographer only.

V. SEQUENCE OF EVENTS

After introductions, there will be pleasantries and brief informal conversation.

/

C

THE WHITE HOUSE

WASHINGTON

May 10, 1983

MEETING WITH JOHN NAISBITT

DATE: May 11, 1983

LOCATION: Oval Office

TIME: 12:00 Noon

FROM: Craig L. Fuller

CF

I. PURPOSE/BACKGROUND

Megatrends has become a bestselling book about ten major trends that America is currently going through. A summary of the book has been forwarded separately.

II. PARTICIPANTS

John Naisbitt, Chairman of the Naisbitt Group  
and author of Megatrends

Richard G. Darman  
Craig L. Fuller  
Lee Atwater

III. PRESS PLAN

White House photographer only.

IV. SEQUENCE OF EVENTS

Greet Mr. Naisbitt. Lunch will be served in the Oval Office.

THE WHITE HOUSE

WASHINGTON

May 10, 1983

MEMORANDUM FOR THE PRESIDENT

FROM:

CRAIG L. FULLER 

SUBJECT:

Luncheon with John Naisbitt--May 11th

You are scheduled to have lunch tomorrow with John Naisbitt, the author of Megatrends. I have attached the book and provided a brief background on some major points he makes in the book.

When I first read the book I was intrigued by John Naisbitt's ideas about how the society is dramatically changing and is increasingly decentralized. The trends he identifies in the book have important implications about the way in which we solve domestic problems. His discussion about the existence of a global economy (Chapter 3/page 55) outlines many of the challenges we have been confronting for the past two years. It might be useful as background for the Economic Summit.

I should mention that the facts appearing in this summary have been taken from the book. The accuracy of the facts presented by the author has not been checked by Administration officials. Should you wish to use any of the material below, or from the book, we should have it checked.

The Author

John Naisbitt is a social forecaster. He consults with numerous corporations on social, economic and political trends. Megatrends was released in 1982 and has become a bestseller. Naisbitt is chairman of the Naisbitt Group which is a Washington, D.C. based research and consulting firm.

The Trends

John Naisbitt believes that there are 10 major trends that are related to a fundamental restructuring of American society. He devotes a chapter to each of these trends, which are as follows:

1. Industrial Society--to--Information Society

"Although we continue to think we live in an industrial society, we have in fact changed to an economy based on the creation and distribution of information."

Highlights:

- no trend is more subtle, yet more explosive, than the shift from an industrial society to an informational society.
- it makes no sense to reindustrialize an economy that is based not on industry, but on the production and distribution of information.
- in 1950, only about 17% of us worked in information occupations--now, more than 60% of us work with information as programmers, teachers, clerks, secretaries, accountants, stock brokers, managers, insurance people, bureaucrats, lawyers, bankers and technicians.
- MIT reports that only 13% of our labor force is engaged in manufacturing operations today.
- the entrepreneurs who are creating new businesses are also creating jobs for the rest of us. During a 7-year period ending in 1976, 9 million new workers were added to the U.S. workforce--none of those were in the Fortune "1000"--6 million were in small businesses, most of which had been in existence for four years or less (the remaining 3 million went into state and local government).
- five key points about the shift from an industrial society to an information society--(1) the information society is an economic reality, not an intellectual abstraction; (2) innovations in communications and computer technology will accelerate the pace of change by collapsing the "information float;" (3) new information technologies will at first be applied to old industrial tasks, then, gradually, give birth to new activities, processes and products; (4) we now need basic reading and writing skills more than ever, yet our educational system is turning out an increasingly inferior product; (5) we are going through an important phase where technology is being introduced to individuals and how people adapt to the technology is not certain.

2. Forced Technology--to--High Tech/High Touch

"We are moving in dual directions of high tech/high touch, matching each new technology with a compensatory human response."

Highlights:

- whenever new technology--"high tech"-- is introduced into society, there must be a counterbalancing human response--that is "high-touch"--or the new technology is rejected.
- the high technology of heart transplants and brain scanners led to a new interest in the family doctor and neighborhood clinics...as an example.
- the technology of the computer allows us to have a distinct and individually tailored arrangement with each of thousands of employees.
- in our factories we are moving in dual directions of high tech/high touch: high-tech robots and high-touch quality control circles--groups of workers who discuss work-related problems and solutions.

3. National Economy--to--World Economy

"No longer do we have the luxury of operating within an isolated, self-sufficient, national economic system; we now must acknowledge that we are part of a global economy. We have begun to let go of the idea that the U.S. is and must remain the world's industrial leader as we move on to other tasks."

Highlights:

- the two most important things to remember about world economics are that yesterday is over and that we must now adjust to living in a world of interdependent communities.
- yesterday: for two decades after World War II, American productivity growth increased more than 3% a year; the U.S. had about 25% of the world market share in manufacturing in 1960; and, in 1960, American companies produced 95% of the autos, steel and consumer electronics sold.

- today: between 1973 and 1977, productivity growth decreased to about 1% per year, and it declined in 1979 by 2%; in 1979 the U.S. share of world manufacturing slipped to just over 17%; and, again in 1979, American companies' share of the domestic market dropped to only 79% of the autos, 86% of the steel and less than 50% of the consumer electronics sold in the United States.
- there are two flaws in the reindustrialization scenario: (1) the U.S. itself changed and our economy is no longer based primarily on industry; (2) the rest of the world has changed too and no amount of modernization can return us to our previous position. Rather than reinvest in the industries that once made us great, we must move beyond the industrial tasks of the past, toward the great new enterprises of the future.
- instead of constantly bemoaning the loss of the old industries, we must explore the adventurous new technologies; electronics, biotechnology, alternative energy sources, mining of the seabeds, robotics and more. Ten years from now, the electronics industry will be bigger than auto and steel industries are today--the U.S. alone will need a million or more programmers of software by the end of the decade.

#### 4. Short Term--to--Long Term

"We are restructuring from a society run by short-term considerations and rewards in favor of dealing with things in much longer-term time frames."

##### Highlights:

- there is unprecedented criticism of American business management throughout the world today. A great deal of this criticism is because of the short-term orientation of American managers. It is remarkable how willing American business people are to make the current quarter look better at the expense of the future, to sacrifice the future to make this year's bottomline a little more attractive or less embarrassing. The America approach stands in sharp contrast to Japan's sophisticated business leadership, which often does just the opposite, sacrificing now in order to have a healthy future.

- there are many signs that this (short-term orientation and planning) is beginning to change. Long-term planning has become familiar in many business circles particularly for companies operating in global markets.

## 5. Centralization--to--Decentralization

"In cities and states, in small organizations and subdivisions, we have rediscovered the ability to act innovatively and to achieve results--from the bottom up."

### Highlights:

- the decentralization of America has transformed politics, business, our very culture.
- State and local governments are the most important political entities in America. The 97th Congress (1981-82) will introduce some 15,000 bills and pass only 500. Meanwhile, the states will introduce 250,000 bills and pass 50,000 into law.
- as Americans decentralize, we diversify and tend to stress our differences instead of our similarities.
- politically, we have evolved into a human conglomeration that is too varied for central government.
- an instructive analog was the collapse more than a decade ago of the great general-purpose magazines, Life, Look, and The Saturday Evening Post, with their 10 million circulations. The same year those great mass-audience magazines folded, 300 new special-interest magazines were born. We now have 4,000 special-interest magazines and no general-purpose magazines. That is an analog for what is happening throughout society.
- the power shift away from Washington has energized state government. THE states have grown more independent and more assertive. In policymaking we are giving up the grand, top-down strategies imposed from above and substituting bottom-up approaches.
- we are witnessing "New Regionalism"--the logical extension of states' rights is the notion that the states should band together to protect their mutual self-interest.



- the regional differences we enjoy stressing (e.g. "I love New York") are not imaginary. The people within a region have similar values and attitudes, a sort of geographic state of mind.
- decentralization creates more centers. That means more opportunities and more choices for individuals. Decentralization is the great facilitator of social change.

## 6. Institutional Help--to--Decentralization

"We are shifting from institutional help to more self-reliance in all aspects of our lives."

### Highlights:

- For decades, institutions such as the government, the medical establishment, the corporation, and the school system were America's buffers against life's hard realities--the needs for food, housing, health care, education--as well as its mysteries--birth, illness, death. Slowly we began to wean ourselves off our collective institutional dependence, learning to trust and rely only on ourselves. During the 1970s, Americans began to disengage from the institutions.
- [The remainder of the chapter discusses the rise in what we have been calling "private sector initiatives." It also discusses the rapid increase in the number of people who are self employed in venture capital enterprises.]

## 7. Representative Democracy--to--Participatory Democracy

"We are discovering that the framework of representative democracy has become obsolete in an era of instantaneously shared information."

### Highlights:

- the ethic of participation is spreading bottom up across America and radically altering the way we think people in institutions should be governed. Citizens, workers, and consumers are demanding and getting a greater voice in government, business and the marketplace.

- participatory democracy is revolutionizing local politics in America and is bubbling upward to change the course of national government as well.

8. Hierarchies--to--Networking

"We are giving up our dependence on hierarchical structures in favor of informal networks. This will be especially important to the business community."

Highlights:

- simply stated, networks are people talking to each other, sharing ideas, information and resources.
- networks exist to foster self-help, to exchange information, to change society, to improve productivity and work-life and to share resources.

9. North--to--South

"More Americans are living in the South and West, leaving behind the old industrial cities of the North."

Highlights:

- the simple facts are that in 1980, for the first time in the history of the U.S., more Americans were living in the South and West, 118 million, than in the East and North, only 108 million.
- most new jobs, two out of three, were created in the Sunbelt or western states between 1968 and 1978. The U.S. Labor Department calculates that the country gained 18.4 million new jobs, but that the Northeast and Midwest gained only 6.1 million to the South and West's 12.3 million.
- the Sunbelt explosion is really the story of three emerging megastates: California, Florida and Texas.
- the North--South shift is really two stories: one about the North's decline and another about the Southwest and West's boom. The stories have no cause-and-effect relationships.

10. Either/Or--to--Multiple/Option

"From a narrow either/or society with a limited range of personal choices, we are exploding into a free-wheeling multiple-option society."

Highlights:

- the social upheavals of the late 1960s, and the quieter changes of the 1970s, which spread 1960s values throughout much of traditional society, paved the way for the 1980s--a decade of unprecedented diversity. In a relatively short time, the unified mass society has fractionalized into many diverse groups of people with a wide array of differing tastes and values, what advertisers call a market-segmented, market-decentralized society. (Remember when bathtubs were white, telephones were black and checks green?)
  
- Most of us raised children or were raised in a typical nuclear American family: Father was breadwinner, mother took care of house and children, usually two. Today there is no such thing as a typical family. And only a distinct minority--7 percent-- of America's population fits the traditional family profile.
  
- [There are increasing options in jobs, religion, entertainment and many areas for Americans.] Cable television is an analog for this multiple-option society. Across the nation ABC, CBS, and NBC are being supplemented by almost 5,000 cable television systems. And cable is doing more than just supplementing the networks; for the first time, during one month in the summer of 1981, films shown by Home Box Office (the national pay-TV movie network) during prime time drew more viewers than ABC, CBS, or NBC.

From the "Conclusion:"

We are living in the time of the parenthesis, the time between eras. It is as though we have bracketed off the present from both the past and the future, for we are neither here nor there. We have not quite left behind the either/or America of the past--centralized, industrialized, and economically self-contained. With one foot in the old world where we lived mostly in the Northeast, relied on institutional help, built hierarchies, and elected representatives, we approached problems with an eye toward the high-tech, short-term solutions.

But we have not embraced the future either. We have done the human thing: We are clinging to the known past in fear of the unknown future. This book outlines one interpretation of that future in order to make it more real, more knowable. Those who are willing to handle the ambiguity of this in-between period and to anticipate the new era will be a quantum leap ahead of those who hold on to the past. The time of the parenthesis is a time of change and questioning.