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Last Updated: 11/19/2024

28

Page 1 of 2

ID # 292223

WHITE HOUSE
OFFICE OF RECORDS MANAGEMENT
WORKSHEET

- ☐ X-MEDIA
☐ H-INTERNAL

TR

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

M A R 2 3 8 4

Subject Codes:

1) Subject: Breakfast with President Mitterand
of France

P R 0 0 7 - 0 1

C O 0 5 1 -

S O 0 0 1 -

S P -

M C 0 0 3 -

P E 0 0 2 - 0 1

S O 0 0 3 -

M A -

2) Address attendees at the White House
Non-Career SES Management
Conference

P P 0 1 2 - 0 6

P R 0 1 1 -

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3) Tau Kappa Epsilon (TKE) Luncheon
and Ceremony to receive the Order of the
Golden Eagle and the National
Interfraternity Conference Gold
Medal

4) Video taping session for :
A) American Preparedness Association
Annual Dinner
B) Marine Corps Scholarship Foundation
Annual Dinner

(continued)

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:

WHITE HOUSE
OFFICE OF RECORDS MANAGEMENT
WORKSHEET

- ☐ X-MEDIA
☐ H-INTERNAL

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

MAR 23 84

Subject Codes:

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4) Subject: (Continued)

C) American Advertising Federation
National ConventionD) Lucille Ball Exhibit at the Museum
of BroadcastingE) National Council of Aging Annual
Conference

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

The President has seen _____



Friday, March 23, 1984

9:00 am (60 min)	<u>Breakfast with President Mitterrand</u> (McFarlane/Rosebush)	Blue Room (distributed separately)
10:00 am (30 min)	<u>Staff Time</u> (Baker/Meese/Deaver)	Oval Office
10:30 am (75 min)	<u>Personal Staff Time</u>	Oval Office
11:45 am (15 min)	<u>Drop by White House</u> <u>Management Conference</u> (Fuller)	450 EOB (TAB A) (remarks distributed separately)
12:00 m (75 min)	<u>Lunch with Tau Kappa Epsilon</u> (Rosebush)	Residence (TAB B)
1:30 pm (60 min)	<u>Personal Staff Time</u>	Oval Office
2:30 pm (30 min)	<u>Meeting with Secretary Shultz</u>	Residence
3:00 pm (30 min)	<u>Taping Session (Elliott/Duval)</u> 1. American Preparedness Association Dinner 2. Marine Corps Scholarship Fund 3. American Advertising Federation 4. Museum of Broadcasting Tribute to Lucille Ball 5. National Council on Aging	Diplomatic Reception Room (TAB C)
3:30 pm	<u>Personal Staff Time</u> <u>Remainder of the Day</u>	Oval Office/ Residence

Historical File


UNP 03/22/84
4:00 pm

1984 MAR 22 PM 6:17

SEQUENCE OF EVENTS: BREAKFAST
President Mitterrand of FRANCE
Friday, March 23, 1984

TIME: 8:30 a.m.

LOCATION: Blue Room

FROM: Gahl L. Hodges 

8:30 a.m. Guests begin to arrive the North Portico via the Northwest Gate and proceed to the Blue Room.

9:00 a.m. THE PRESIDENT arrives the State Floor via the elevator and proceeds to the North Portico to greet His Excellency Francois Mitterrand, President of the French Republic.

(Photo Opportunity)

THE PRESIDENT escorts President Mitterrand to the Blue Room.

Breakfast is served in the Blue Room.

AMERICAN GUESTS (8)
THE PRESIDENT
Vice President Bush
Secretary Shultz
Mr. Meese
Dep. Sec. McNamar
Ambassador Galbraith
Mr. Kelly
Mr. Cobb

FRENCH GUESTS (6)
President Mitterrand
Foreign Min. Cheysson
Mr. Bianco
Ambassador Vernier-Palliez
Mr. Attali
Mr. Vedrine

-- Mr. Toumayan, Inter.

-- Mr. Thierry, Inter.

10:00 a.m. At the conclusion of the breakfast, THE PRESIDENT escorts President Mitterrand to his car at the North Portico.

President Mitterrand departs the North Portico via motorcade.

Remainder of guests depart.

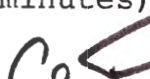


THE WHITE HOUSE

WASHINGTON

March 22, 1984

White House Non-Career SES Management Conference

DATE: March 23, 1984
LOCATION: Room 450 OEOP
TIME: 11:45 a.m. (15 minutes)
FROM: Craig L. Fuller 

I. PURPOSE

To give you an opportunity to address 225 of your top political appointees.

II. BACKGROUND

This is the third of three scheduled three-day conferences where we bring your Senior Executive Service (SES)-level appointees into the White House for a management conference. You have participated in the first two conferences, which were held last April and October, respectively.

The conference is intended to help your appointees better understand some of your key managerial initiatives and what can be done to help you implement them. It is also designed to build "team spirit" in the Administration.

Speakers at the conference have included, among others, Jim Baker, Craig Fuller, B. Oglesby, Don Devine, and Becky Dunlop. You will be the last speaker of the conference.

III. PARTICIPANTS

Jim Baker, Craig Fuller, Don Devine, and 225 Non-Career SES political appointees.

IV. SEQUENCE OF EVENTS

- You will proceed to the dais, accompanied by Jim Baker, who will introduce you. You will then make brief remarks, followed by a short Q&A session. The event will end at 12:00 Noon.

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THE WHITE HOUSE

WASHINGTON

March 22, 1984

TAU KAPPA EPSILON (TKE) LUNCHEON
DATE: FRIDAY, MARCH 23, 1984
LOCATION: STATE DINING ROOM
TIME: NOON

FROM: JAMES S. ROSEBUSH



I. PURPOSE

To receive the TKE "Order of the Golden Eagle" Award and be presented the National Interfraternity Conference Gold Medal.

II. BACKGROUND

As a TKE, THE PRESIDENT will be honoring other accomplished TKE's.

III. PARTICIPANTS

THE PRESIDENT
Dwayne R. Woerpel, International TKE President
Rodney Williams, Director of TKE Alumni Services

IV. PRESS PLAN

Writing pool/open photo coverage

V. SEQUENCE OF EVENTS

Noon	THE PRESIDENT arrives the State Floor and proceeds to the State Dining Room for luncheon.
12:50 p.m.	Remarks by THE PRESIDENT. Remarks and presentation by Mr. Woerble (The Order of the Golden Eagle). Remarks and presentation by Mr. Williams (NIC Gold Medal).
1:00 p.m.	Receiving line in the Blue Room.
1:15 p.m.	THE PRESIDENT departs the State Floor.


THE WHITE HOUSE

Received
1984 MAR 21 PM 6:14

SEQUENCE OF EVENTS: LUNCHEON
Tau Kappa Epsilon (TKE) Fraternity
Friday, March 23, 1984

TIME: 11:30 a.m.

LOCATION: State Dining Room

FROM: Gahl L. Hodges 

11:30 a.m. Guests arrive on buses at the Diplomatic Reception Room via the Southeast Gate and proceed to the State Dining Room via the Grand Staircase.

Guests will proceed to their tables.

Noon THE PRESIDENT arrives the State Floor via elevator and proceeds to the State Dining Room.

Announcement.

THE PRESIDENT proceeds to his table and luncheon is served.

12:50 p.m. At the conclusion of the luncheon, THE PRESIDENT will proceed to the lectern for remarks.

THE PRESIDENT is joined by Mr. Dwayne R. Woerpel, International President of TKE and Mr. Rodney Williams, Director of TKE Alumni Services.

Remarks by Mr. Woerpel.

THE PRESIDENT is presented with The Order of the Golden Eagle by Mr. Woerpel.

12:55 p.m. Remarks by Mr. Williams.

FRIDAY, MARCH 23, 1984

THE PRESIDENT is presented with the NIC Gold Medal by Mr. Williams.

1:00 p.m.

At the conclusion of the gift presentation, THE PRESIDENT will invite guests to join him in the Blue Room for a receiving line.

THE PRESIDENT will depart the State Dining Room via the Cross Hall doors enroute the Blue Room and take his place in front of the fireplace for the receiving line.

Guests will form a receiving line feeding through the south door of the State Dining Room, through the Red Room, into the Blue Room, past THE PRESIDENT in front of the fireplace, and exit via the Green Room into the Cross Hall.

Guests will pick up favors in the Grand Foyer as they depart via the Grand Staircase.

1:15 p.m.

At the conclusion of the receiving line, THE PRESIDENT departs the Blue Room via the Cross Hall enroute the elevator.

THE WHITE HOUSE
WASHINGTON

March 22, 1984

VIDEO TAPING SESSION

DATE: March 23, 1984

LOCATION: Diplomatic Reception Room

TIME: 3:00 PM

FROM: Jann Duval

I. PURPOSE

To tape a message from the President.

II. BACKGROUND

This message is for the American Preparedness Association Annual Dinner on March 26 at the Shoreham Hotel.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

Standard video taping set-up.

attachments: to be submitted by the speechwriters office.

(Rohrabacher/BE)
March 22, 1984
1:30 p.m.

PRESIDENTIAL TAPING: AMERICAN DEFENSE PREPAREDNESS
ASSOCIATION DINNER
FRIDAY, MARCH 23, 1984

Good evening, members and guests of the American Defense Preparedness Association. I understand that this is the 66th annual meeting of your organization. Since 1919, your group has worked to ensure that our industrial base could fully support our Armed Forces in peace and war. Your record speaks for itself.

This evening, you have recognized with your highest honor -- the Defense Industry Award -- a truly great American who, for over 3 years, has been championing our cause at the United Nations. In calm, reasoned, and eloquent language, she has again and again argued for the cause of freedom. Her courage and character have given hope to all who believe in democracy and in peace between nations. She has stood firm when it counted. Her unmatched intellect and quick wit have made the differences between communist tyranny and Western democracy crystal clear -- and the world on both sides of the barbed wire has listened carefully.

Madam Ambassador, Jeane, I congratulate you on this well-deserved honor. On behalf of all Americans, I thank you for your outstanding performance of a most complex and essential mission. Members of the Association, I congratulate you on your eminently wise choice for this award. I know you will continue to pursue your objective with imagination and persistence.

To all of you gathered here this evening, I thank you for the job you are doing. I wish you good health and good fortune.

God bless you all.

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THE WHITE HOUSE

WASHINGTON

March 22, 1984

VIDEO TAPING SESSION

DATE: March 23, 1984

LOCATION: Diplomatic Reception Room

TIME: 3:00 PM

FROM: Jann Duval

I. PURPOSE

To video tape a message from the President.

II. BACKGROUND

This taped message is for the Marine Corps Scholarship Foundation Annual Dinner in Los Angeles in April.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

Standard video taping set-up.

attachments: to be submitted by the speechwriters office.

(Myer/BE)
March 22, 1984
2:30 p.m.

PRESIDENTIAL TAPING: MARINE CORPS SCHOLARSHIP FUND
FRIDAY, MARCH 23, 1984

Good evening to all of you at the Marine Scholarship Ball. I may not be with you in person tonight but, believe me, I'm with you in heart and spirit. Before I say anything else, I'd like to commend Peter Haas, your foundation president, the Semper Fidelis and Leatherneck Award winners, and all of you who do so much to make the Marine Corps Scholarship Foundation the great organization that it is.

Plain and simple, you represent the best in America -- the United States Marine Corps and the American spirit of faith, caring, and commitment. Your selfless efforts remind us that, ever since the founding of America, we've been a Nation of volunteers with a proud tradition of giving.

More than three centuries ago, a wise English scholar said, "In necessary things, unity; in doubtful things, liberty; in all things, charity." Few gifts of charity are as important as the gift of opportunity. For 22 years, your foundation has given thousands of deserving young people the chance to receive the college education they need to attain their God-given potential.

And this year, with the help of many generous and understanding Americans, you've taken another proud step. The Lebanon Fund will enable the children of those heroes who did their duty in Beirut, and gave the last full measure of their devotion, the opportunity to reach for their hopes and dreams.

Americans put faith in the power of education to enrich our lives and to keep us strong and secure. Education trains the mind, fills the heart with hope, and shapes the destiny of our Nation. The Marine Corps Scholarship Foundation is a sound investment in the future of our great Nation.

Your good work is true to the spirit of the Corps. Since that day in 1775 when the Continental Congress authorized the establishment of the Corps, Marines have always taken care of their own. Although the world has changed in a million ways during the past 209 years, some things, thank the good Lord, have not. Honor has not. The Corps has not. It is still Semper Fidelis -- to God, to country, to family, to the Corps. The words "always faithful" are a way of life and an inspiration to free men and women everywhere. Today, with your help, those proud words mean even more.

Not too long ago, General P. X. Kelley gave me a letter he received from the widow of a Marine master sergeant who lost his life in the Beirut tragedy. Though grieving over the loss of her husband, Mrs. Barbara Jean Edwards' letter expressed a deep pride and respect for the Corps. In fact, it was a pep talk and she told the Commandant, "Stand tall! We need all the good leaders we've got. And we stand behind you in any way we can!" When God has given our citizens such compassion, love, and understanding, it's very easy to believe in America.

The Bible tells us that, "Though I have all faith, so that I could remove mountains, and have not charity, I am nothing." All of us have the opportunity to do good, and when we do we repay

the kindness of God who gives us life. The Marine Corps Scholarship Foundation has seized the opportunity. Your dedication to the future of our children renews the spirit that has made America the greatest country this world has ever known. You have my sincere appreciation and deep respect.

Thank you and God bless you all.

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THE WHITE HOUSE

WASHINGTON

TAPING FOR AMERICAN ADVERTISING FEDERATION

DATE: March 23, 1984
LOCATION: Diplomatic Reception Room
TIME: 2:30 p.m.
FROM: JAMES K. COYNE, Special Assistant
Private Sector Initiatives

I. PURPOSE

To commend the American Advertising Federation for endorsing program of voluntarism as their public service theme for 1984 and to recognize the winner of the 1984 Club Achievement Competition.

II. BACKGROUND

The American Advertising Federation represents a cross-section of the advertising community, including more than 400 major company advertising agencies, newspaper and magazine publishers, radio and television broadcasters and networks. This is the second year that the AAF has voted to endorse voluntarism programs as their public service theme for their membership.

The taping will be aired at the National Convention on June 4 in Denver, Colorado.

III. PARTICIPANTS

Taping crew

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

Taping to last 5 minutes

Remarks being submitted by speechwriters

Received SS

1984 MAR 22 PM 3:11

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(Robinson/BE)
March 22, 1984
3:00 p.m.

PRESIDENTIAL TAPING: AMERICAN ADVERTISING FEDERATION
FRIDAY, MARCH 23, 1984

Chairman Vance Stickell, President Howard Bell, convention co-chairman Duane Ragsdale, ladies and gentlemen:

I'm delighted to have this chance to speak to you, the members and supporters of the American Advertising Federation. I feel a special kinship with A.A.F., as if you were part of my own family -- literally. You see, my brother, Neil, served as president of the Advertising Association of the West, a group that later helped to form the A.A.F. Once again, my big brother beat me to it: He was called "President Reagan" long before I was.

Today, A.A.F. is one of the most vigorous and important professional associations in the country. It's the only advertising federation to represent every segment of the industry. And A.A.F. affiliates across our land include some 25,000 people in companies, advertising agencies, all aspects of the print and broadcast media, more than 200 advertising clubs, and 130 college chapters. President Franklin Roosevelt once said, quote, ". . . the general raising of the standards of modern civilization . . . would have been impossible without the spreading of the knowledge of higher standards by means of advertising." Those words still hold true, and A.A.F. leads the way in making American advertising a vibrant and powerful force for education.

A.A.F. also believes in the need for private, volunteer efforts in meeting today's challenges, and I want to thank you

for your firm support of voluntarism and private sector initiatives across the country. Through A.A.F., tens of millions of Americans have heard a simple message: care enough to get involved. And A.A.F. clubs have put that message into practice, from the AD Two Club in Cincinnati which helps prevent child abuse, to the "Be a Friend to Someone Special" program, run by the Ad Club here in Washington, which seeks volunteers to spend time with retarded and disabled men and women. You've given generously of the most precious commodity of all -- yourselves.

I always enjoy talking to optimists, and I can't think of any group more inclined to take a positive view of things than advertisers. You're optimists by training, because you spend your working lives speaking well of products. To succeed, you have to believe in those products. But even more important, you must believe in the underlying values of the free market -- values like freedom of individual choice, enterprise, innovation, and the willingness to take risks. It was because Americans acted on these values that our economy became the envy of the world.

But in recent decades, Government began to intrude into the marketplace. It replaced freedom of choice with Government direction, independence with dependence on handouts. Government smothered growth with regulations, and it choked off investment and innovation with soaring inflation and interest rates. By 1980, we faced the worst economic crisis of our postwar history.

That's why our Administration made restoring health to the economy our top priority. We reduced the growth rate of Government spending, pruned needless regulations, cut taxes, and

passed an historic reform called tax indexing. With indexing, Government can never again profit from inflation at your expense.

Despite all our achievements, we must go forward. To keep the nightmare of inflation from ever coming back, we must enact constitutional reforms like the line-item veto and the balanced budget amendment. And to provide new incentives for growth and to make our taxes simpler and fairer, we must pass tax simplification -- a sweeping, comprehensive reform of the entire tax code.

This is a good time to be an American advertiser, because this is a good time for America. Our Nation stands on the verge of greater prosperity than we've ever known. Our basic industries are making remarkable gains in productivity, fledgling industries like robotics and bio-engineering are gaining strength, and America is leading the world in a vast technological revolution that ranges from tiny microchips to voyages through the infinite reaches of space.

You know, two of the greatest thrills in my life were hearing that Charles Lindbergh had landed safely in France, and then, some 50 years later, watching the Space Shuttle Columbia glide majestically to a safe landing in the California desert. I just have to believe that with the same freedom and courage that made those two great events possible, there's no limit to what we can accomplish.

Thank you, and God bless you.

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THE WHITE HOUSE

WASHINGTON

March 22, 1984

TAPING SESSION

DATE: March 23, 1984

LOCATION: Diplomatic Reception Room

TIME: 3:00 PM

FROM: Jann Duval

I. PURPOSE

To tape a message from the President

II. BACKGROUND

This tape is for the opening of Lucille Ball Exhibit at the Museum of Broadcasting on April 4, 1984.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

Standard video taping set-up.

attachments: to be submitted by the speechwriters office.

(Dolan/BE)
March 22, 1984
3:00 p.m.

PRESIDENTIAL TAPING: MUSEUM OF BROADCASTING TRIBUTE TO
LUCILLE BALL
FRIDAY, MARCH 23, 1984

Good evening. As the cameras were being set up here in the White House, I've been sitting and wondering what there really is to say about Lucille Ball; or, as some might put it, what words do become a legend most? Would it be a description of the gorgeous redhead from the Hollywood musicals? Or is it the affection of millions upon millions of Americans for a madcap lady in an ingeniously funny piece of show business history called "I Love Lucy"?

That show, which launched Lucille Ball on her way to the title "America's First Lady of Comedy," is just one feature of this exhibit by the Museum of Broadcasting. And I want to take this opportunity to thank Bill Paley, the founder of this museum, and Fred Pierce, tonight's host, and everyone else involved for the great work the museum does in preserving and celebrating a vital and exciting part of America's history. But most of all, I want to thank them for putting on this exhibit about a great lady and a great entertainer.

No one deserves this tribute more than Lucille Ball. You know, it's no small measure of her impact on America that in 1953 more people watched the "Lucy" episode about the birth of little Ricky than watched Dwight Eisenhower's inauguration. And that reminds me. Say, Lucy, if things go well for me in November and you're thinking about a comeback -- do me a favor, will you -- wait 'til after January.

But, if I can be serious for a moment. Lucy, not just for yourself but for all of us, the opening of this exhibit is a wonderful moment; it's a testimony to your talent and to your impact on American culture. You've been a leader in your field -- you've seen your profession as a chance, in your words, to bring "hope, faith and fun" into the lives of others.

That's why this exhibit is also a testimony to the place you hold in all of our hearts. You've lifted the lives of millions of Americans and millions more all around the world. For the moments of mirth and magic and celebration, we're all grateful to you.

We do love Lucy; we always will.

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THE WHITE HOUSE

WASHINGTON

March 22, 1984

TAPING SESSION

DATE: March 23, 1984

LOCATION: Diplomatic Reception Room

TIME: 3:00 PM

FROM: Jann Duval

I. PURPOSE

To tape a message from the President.

II. BACKGROUND

This tape is for the Annual Conference of the National Council on aging being held April 5 and 6 in Washington, DC.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

Standard video taping set-up.

attachments: to be submitted by the speechwriters office.

(Myer/BE)
March 22, 1984
3:00 p.m.

PRESIDENTIAL TAPING: NATIONAL COUNCIL ON THE AGING
FRIDAY, MARCH 23, 1984

My warm greetings to all of you at the 34th Annual Conference of the National Council on the Aging. I may not be with you in person, but I'm with you in heart and spirit. And it's not because I'm often reminded of what Francis Joseph, Cardinal Spellman, meant when he said there were three ages -- "youth, middle age, and, you're looking wonderful."

Our senior citizens want and deserve to be full participants in the economic and social life of America. Longfellow wrote that, "age is opportunity no less than youth itself." Your organization is working hard to give our older Americans the dignity and opportunity they so richly deserve.

America's greatest strength, and our best hope for the future, is the mighty spirit of free people under God. Senior citizens provide invaluable insight, skill, and the wisdom that comes only from a lifetime of experience. Older Americans have much to give. And all of us have much to do to make the lives of senior citizens safe, healthy, and enjoyable.

Three years ago, our broken economy hit senior citizens especially hard. Inflation was a cruel nightmare for those living on fixed incomes. And like all Americans, senior citizens found it very hard to find jobs. But today, less than 3 years since our Administration set its economic policies in place, our Nation has one big program to help every American, young and old. It's called a mighty economic expansion.

Inflation has plunged by two-thirds to about 4 percent. That lower inflation rate makes the income of the average retired person with private pension benefits worth about \$1,000 more in purchasing power than if inflation had stayed at 1980 levels.

The economy is strong and our future looks bright. In fact, first the recovery, and now the expansion are stronger than practically anyone predicted. Factory orders, retail sales, industrial production, and real wages are all up. Housing starts and auto sales are surging. And since the beginning of this dramatic upturn 15 months ago, nearly 5 million people have found jobs. We've had the steepest drop in the unemployment rate in over three decades. This is great news but, let me assure you, I won't be satisfied until every American who wants a job can find one.

Now, some claim that our Administration has cut social security and slashed medicare benefits. Whenever I hear that, I start to have trouble with my blood pressure. Nothing could be further from the truth.

Our budget for this year provides for \$238 billion in programs that touch the lives of older Americans. Social security benefits for the average retired couple have gone up about \$180 a month since we took office, and medicare benefits are higher than under any previous administration. Even after adjusting for inflation, America's senior citizens receive more social security, medicare and other benefits than ever before.

We will not betray those entitled to social security or medicare -- and that's a promise.

Older Americans seek self-fulfillment and rewarding involvement in community life. They want and deserve independence, reliable health care, and economic security. The National Council on the Aging is helping older Americans to reach those worthy goals.

Congratulations on your important contributions to the well-being of our Nation, your fine spirit of voluntarism, and best wishes for a successful conference.

Thank you and God bless you all.

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