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DOCUMENT NO. & TYPE	SUBJECT/TITLE	DATE	RESTRICTION
A. memo	Craig Fuller to Deaver re Bill Deaver/The Computer Revolution, 1p	8/9/82	opend 05/13/201
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WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name DEAVER, MICHAEL: FILES Withdrawer **KDB** 7/19/2005 File Folder CORRESPONDENCE - AUGUST 1982 (4) **FOIA** F01-107/01 **Box Number** 7619 **MCCARTIN** 50 **Doc Date Restrictions DOC Doc Type Document Description** No of NO **Pages**

PHOTOCOPY OF PHOTOGRAPH OF

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Freedom of information Act - [5 U.S.C. 552(b)]

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PHOTO

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

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B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose enformation concerning the regulation of financial institutions [(b)(8) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.



MICHAEL K. DEAVER

Lin roung I can't be with you an the 11th - I have to be with the house in California. Thank you for thinking of nee. When are you coming down here for a remarted on the location? There is their pike

THE WHITE HOUSE WASHINGTON

The Honorable Lamar Alexander Office of the Governor State Capitol Bldg Nashville, TN 37219



State of Tennessee

LAMAR ALEXANDER GOVERNOR

August 2, 1982

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

Dear Mike,

As a fellow member of the National Productivity Advisory Committee, I would like to call your attention to a dinner scheduled for August 11, 1982 in Knoxville, Tennessee. This event will begin our efforts to promote the importance of quality and productivity for Tennessee's businesses and for state and local governments.

This program is the result of many months of work by private citizens who want to see state government, business and labor work together so that Tennessee's image will be synonymous with quality and productivity. The success of this initiative will mean more jobs for Tennesseans, better pay and a stronger economy. It will also be part of Tennessee's contribution to the national effort to enhance our country's position in the world economy.

I am enclosing materials concerning this dinner for your information. As you can see, Dr. W. Edwards Demming and Dr. Alvin O. Gunneson will be featured on the program. I hope your schedule will permit you to attend. This could provide you not only with the opportunity to be present at the beginning of a grass-roots quality and productivity initiative but also with a chance to visit the great State of Tennessee and the Knoxville World's Fair.

Please do not hesitate to contact my office if I can assist you in any way. I look forward to seeing you in Knoxville.

Sincerely,

Lamar Alexander

LA/md

Enclosures



QUALITY AND PRODUCTIVITY IN TENNESSEE

TENNESSEE QUALITY AND PRODUCTIVITY COMMITTEE

P.O. BOX 629 OAK RIDGE, TN 37830

July 15, 1982

Our national economy is in a state of crisis. Foreign competitors are gaining an ever-increasing percentage of American and overseas markets. We desperately need to regain our quality image and, consequently, improve our market share. Quality improvement is the first step toward turning our economy around. Quality is the competitive edge. You have probably heard much talk about this topic, but very little coordinated action. Now, you have a unique opportunity to participate in an event to inaugurate Tennessee's commitment to improve productivity through quality, which will benefit our existing industrial base and attract new industry to the State.

On Wednesday, August 11, 1982, you are invited to participate in a dinner program at the Hyatt Regency, Knoxville, featuring Governor Lamar Alexander, Dr. Alvin O. Gunneson, and Dr. W. Edwards Deming. The evening will begin with a social hour at 6:30 with dinner beginning at 7:30. There will be a \$25 charge for the meal.

Dr. W. Edwards Deming is the world-renown expert on quality and productivity. Dr. Deming's work in Japan created a revolution in quality and economic production. Dr. Deming is now working with many United States companies, including the major automobile manufacturers, to assist them in regaining their market share.

Governor Lamar Alexander, himself a member of President Reagan's National Productivity Council, will honor Dr. Deming and initiate Tennessee's commitment to the improvement of quality and productivity. Tennessee will be the first state to formalize this effort.

Dr. Alvin O. Gunneson, Chairman of the National Advisory Council for Quality, will share his views on the manager's role in improved productivity through quality. Dr. Gunneson was instrumental in leading the recently-held National Conference on Quality in developing guidelines for revitalizing our economy through improved quality.

This is an important event, for the industrial and business leadership in Tennessee, in which your participation as a business leader is critical to improving quality and productivity leading to the resurgence of the economy in Tennessee and the nation. We look forward to seeing you on August 11 and to the success of building Tennessee's reputation for quality and productivity world-wide.

John Gross, Chairman

Quality & Productivity in Tennessee

Enclosure

QUALITY AND PRODUCTIVITY IN TENNESSEE

DINNER PROGRAM — AUGUST 11, 1982

NAME	HOME PHONE
TITLE	OFFICE PHONE
ORGANIZATION	
ADDRESS	
CITY	STATE ZIP
Registration Fee: \$25 (Includes Complimentary Reception) Make check payable to: Tennessee Quality & Productivity Committee PICK UP TICKET AT REGISTRATION DESK PRIOR TO R	_

To Register by phone, call: John Gerwels (615) 574-9911

Registration fee required by August 6, 1982.



MICHAEL K. DEAVER

How folm and Renery

Howas a great plusme seein you

both in the white Home and I know

the president enjoyed the pointing

Ne all did Hopefully I can visit

Santa Fe - Trunk you for the murtation

THE WHITE HOUSE

Mr. and Mrs. John Nieto Route 3 Box 86N Santa Fe, New Mexico 87501

8-6-82

August 4, 1982

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

Dear Mr. Deaver:

Nancy Reynolds tell me that you are responsible for the President and Mrs. Reagan accepting my "Delegate to the White House" for eventual inclusion in the Presidential Library. I could not let this special day for me pass without thanking you. I tried in my painting to express not only the character of the native American, but also speak to our historic relationship with many Chief Executives. I am very proud to be able to present it to this remarkable man.

I understand in all your travels you have been unable to really explore and enjoy Santa Fe. My wife, Renay, and I would love to have you and Mrs. Deaver come visit for a weekend anytime that fits your calender. The vista from our home stretches nearly 150 miles across earth and sky you must see to believe. We would be so pleased and honored if you two would be our guests.

Sincerely, Mita

WASHINGTON

August 6, 1982

Dear Elsa:

It was wonderful hearing from you. Just wish your letter had contained a date when you were coming back - to see firsthand what the newspapers fail to tell about the pace and length of days that we put in around here.

As soon as we have a Presidential Library Committee, I will certainly see that your idea of using the Governor's mansion in Sacramento as a presidential library gets consideration.

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Mrs. Elsa Sandstrom 3580 Winslow Rd. Oceanside, CA 92056

ELSA SANDSTROM

7-26-82

note

Hon. Mike Deaver Special Assistant to the President The White House Washington, D. C. 20500

Dear Mike -

I manage to keep up with Washington activities pretty well with all of the newspapers and periodicals I read. One of these days, still hope to visit there.

Am sending the enclosed clippings with a thought I had - most likely not original - that should the mansion go on the auction block, mould unis property not be a good place for a presidential library in the president's home state. Perhaps some of his wealthy friends might be interested in buying it and holding it for the future. It is a beautiful location.

Appreciate your loyalty to the president.

Sincerely,

Elsa Sandstrom (Mrs.)

t, (A)

WASHINGTON

August 8, 1982

Dear Bill:

How thoughtful of you to send the two books to help with the upcoming decision on the Economic Summit for 1983. I really appreciate your taking the time to do that.

I have already spent time looking through The Magnificent Rockies. Thanks again.

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Mr. Bill Lane Lane Publishing Co. Willow and Middlefield Roads Menlo Park, CA 94025

415-321-3600 Sunset Magazine LANE PUBLISHING CO. • MENLO PARK, CALIFORNIA MEMO FROM BILL LANE

White Anna

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4153245400 TDRN MENLO PARK CA 102 08-09 0409P EST PMS MICHAEL DEAVER ASSISTANT TO THE PRESIDENT, DLR WHITE HOUSE

WASHINGTON DC 20500

GOOD TO SEE YOU AT BOHEMIAN GROVE. HAPPY MEMORIES OF DEAR EVA MAY PIANO DUET CONCERTS AT BORRACHOS CAMP A FEW MOONS AGO. HAVE GIVEN A GREAT DEAL OF THOUGHT TO SUBJECT OUR DISCUSSION AND HAVE SEVERAL ADDITIONAL IDEAS WITH EXCELLENT WESTERN SETTINGS IN JUNE WITH ADEQUATE LOGISTICS YOUR NEEDS. HOWEVER BASED ON LONG PERSONAL KNOWLEDGE AND BUSINESS RELATIONS WITH KEYSTONE AREA ITS EXECUTIVE

MANAGEMENT AND OWNERSHIP I HAVE MORE THOUGHTS TO SHARE WITH YOU ON THAT SITE IF YOU ARE STILL INTERESTED. PLEASE INSTRUCT IF YOU WANT MORE INFO FROM ME AND IF SO HOW AND WHEN TO COMMUNICATE WITH YOU. BILL LANE

1625 EST NNNN

WASHINGTON

August 8, 1982

Dear Mr. Hammett:

Thank you for sending along the book How To Shrink Government: Privatizing the Public Sector by E. S. Savas. I certainly appreciate your thoughtfulness and look forward to having the time to read it.

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Mr. William M. H. Hammett President Manhattan Institute for Policy Research 20 West 40th Street New York, N. Y. 10018

Manhattan Institute for Policy Research

August 2, 1982

Mr. Michael R. Deaver
Assistant to the President
and Deputy Chief of Staff
The White House
Washington, D.C. 20500

Dear Mr. Deaver:

I thought you might be interested in this new book, PRIVATIZING THE PUBLIC SECTOR: HOW TO SHRINK GOVERNMENT, by your colleague, Steve Savas, who is the HUD Assistant Secretary for Policy Development and Research.

Sincerely,

William M. H. Hammett

President

WMHH:dpm Enclosure

WASHINGTON

August 9, 1982

FOR:

FILE

FROM:

DAVID B. WALLER

SUBJECT:

Jason L. Stern - Braddock Publications, Inc. Matter

Attached is a letter of April 30, 1982 which was sent to Pat Bye by Jason Stern, President, Braddock Publications. Attached to Mr. Stern's letter are copies of a letter exchange between him and William Greener, Director of Communications, RNC. The letter exchange concerns a dispute regarding the RNC's purchase of copies of a certain government directory published by Braddock.

In response to Pat's request that we handle the matter, I immediately called Mr. Stern. He advised that:

- (1) Originally he sold 100 copies of the directory to the RNC, through Mr. Greener, for use by Republican State Chairmen;
- (2) In late January 1982, Greener advised Stern that the RNC wished to purchase the remainder of the directories in Braddock's inventory (300);
- (3) In February Greener told Stern that the purchase order had been submitted for approval;
- (4) Stern repeatedly requested to be advised if the RNC intended not to go through with the purchase. Greener failed to show up for a meeting with Stern to discuss the matter. Stern called Fred Biebel and Mike Ferren at the RNC and discussed the matter with them;
- (5) Greener called Stern and threatened that if Stern did not stop badgering him about this matter, Greener would "create problems for Stern around town," i.e., he would bad-mouth Stern;
- (6) Thereafter Stern met with Greener who renewed his interest in purchasing the directories; and
- (7) Stern is not upset that the directories ultimately were not purchased; rather, he is upset with the manner in which it was handled. He thinks Greener acted unprofessionally and performed a disservice to the President. Stern said he just "wanted to clear the air" regarding this matter.

In a subsequent call to William Greener, I was advised by him that:

- (1) Originally the RNC ordered 100 copies of the directory, which Greener viewed as a good product. The invoice was processed for payment and was eventually paid;
- (2) Thereafter Greener discussed with Stern the RNC's interest in purchasing additional directories. Neither the 100 original directories nor the additional directories were printed at the RNC's request; rather, they were in Braddock's inventory and the RNC was merely going to take them off Braddock's hands;
- (3) Stern became like a "cat in heat" to sell the additional directories to the RNC;
- (4) When Greener saw that Stern had sent a copy of his April 30 letter to Greener to Mike Deaver, he called Stern and told him he did not want to be treated that way and he chose to no longer do business with Stern; and
- (5) Since making that call, Greener has heard nothing else from Stern.

Having heard nothing else regarding this matter for the past two or three months, I checked today with Pat Bye. She indicated that neither she nor Mike Deaver have heard anything else regarding the matter.

It appears that Mr. Stern's contact with the White House on this matter was simply an oportunity to get off his chest his dissatisfaction with Greener's handling of the directory purchase. The lack of further communication on this subject suggests that Stern intends to pursue it no further. There is no indicated that any legal action will be forthcoming. Accordingly, I am closing out my file on this matter.

cc: Pat Bye

WASHINGTON

August 9, 1982

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cc: Pat Bye

Braddock Publications, Inc.

April 30, 1982

Ms. Patricia Bye
Office of the Deputy Chief of Staff
and Assistant to the President
The White House
Washington, DC 20500

Dear Pat:

Many thanks for your assistance in reviewing the enclosed material.

I hope that we can step up the dynamic national communications to help the President.

Please say "hello" to Mike for me.

Sincerely,

Jason L. Stern President

JLS/1rh

Letter sent to By cell.



Republican National Committee

William I. Greener, III Director of Communications

April 27, 1982

Mr. Jason L. Stern, President Braddock Publications, Inc. 1001 Connecticut Avenue, N.W. Suite 210 Washington, D.C. 20036

Dear Jason:

In reference to your April 12th letter, let me first say when I mentioned buying the additional directories I had every intention of doing just that. When I plan to make a purchase, I do it when I am ready, not when it is convenient to the supplier. We have not entered into a written agreement stating that I would buy anything at anytime. I find your persistence annoying, and very unprofessional. My job here at the Committee does not revolve around purchasing directories.

I have been involved in some critical projects which have taken a great deal of my time; this happens often in the political arena. Those who deal with people in the political arena must understand this fact. Most importantly, I do not need to do anything more than explain to any purchaser why I have not performed any function on the timetable first developed.

I like your directories and would have liked to use them, but I will not be badgered by you. Until you hear further from me, I have no desire to receive further communication from you.

Sincerely.

William I. Greener, III Director of Communications

Braddock Publications, Inc.

April 30, 1982

William I. Greener, III
Director of Communications
Republican National Committee
Dwight D. Eisenhower
Republican Center
310 First St, SE
Washington, DC 20003

Dear Bill:

Thank you for your clarifying letter of April 27. Your favorable opinion of our directories is gratifying.

I think you can agree that right now it's more necessary than even before to support the President's program. We need to give the President's tax cuts and spending cuts a chance to work, to rebuild industry, to create jobs, and to end the recession.

I am sure you also will agree that making it easier for key citizens to express their support for the President's program to their Senators and Representatives and the media would help the President get his budget part of his program through.

On April 21, when you told me and our Chairman, Don Miller, that papers for the purchase of Braddock's Federal State Local Government Directories already were in the approval process at the Republican National Committee and knowing that you are busy with a thousand-and-one things of higher priority, I thought it would be helpful to check with your office about the progress in this matter.

The favorable response of Republican state party leaders to the 100 directories you already had purchased encouraged me to trust in your commitment to carry through on the broader use of our directories.

I am sorry that you or someone on your staff perceived my concern for helping the cause as you did. I continue to hope that you can follow through on what you originally committed in February and repeatedly since then in regard to buying and using the directories.

Page 2 April 30, 1982

In consideration of your wishes, I'll await your call on this matter.

I do think that all of us should do all that we can to support the President's program right now.

Sincerely,

Jason L. Stern President

JLS/1rh

cc: Michael K. Deaver

WASHINGTON

August 9, 1982

send to B. Deaver

MEMORANDUM FOR MICHAEL DEAVER

FROM:

CRAIG L. FULLER

SUBJECT:

Bill Deaver/The Computer Revolution

Bill is right! We should do more in this whole area. Mac Baldrige has the lead in some areas, but the issue involves several departments and agencies. Unfortunately, we are losing ground to the Japanese in the high technology area all the time.

Dick Darman and I have discussed the high technology theme as something to include in the State of the Union. We have been discussing it with some of the OMB people as well as NASA.

One item pending is the possibility of extending a tax benefit now available to companies who contribute high technology to colleges and universities to companies who make comparable gifts to primary and secondary schools. Treasury is, at the present time, opposed. If legislation passed extending these favorable deductions, Steve Jobs, President of Apple Computers, has promised us that he will put an Apple Computer in every primary and secondary school in the country.

I will keep you posted.

II/11

Cy of this mone few to Bill Deaux cc: C. Heller

"IKE:

Something I thought you might be thinking about. From what I read in the paper, Baldrige has close ties with the

computer people.

BILL DEAVER

ch thought.

In preparing plans for the next two years, the Administration should address the impact of the computer revolution. The term "revolution" is not used lightly --- the changes already underway resulting from the invention and application of the microprocessor have been compared by many writers and observers to the discovery of navigational techniques, the invention of moveable type, and the Industrial Revolution.

This revolution has already resulted in a re-orientation of U.S. industry from the heavy industries (steel, autos, manufacturing) of the Northeast, to the "clean" electronic and engineering-related industries of the West and the Sunbelt.

The Computer Revolution is uniquely American, based upon American technology to the extent that at least some Japanese firms have been accused of attempting to steal it and a major law-enforcement effort is underway to prevent its illegal export to Iron Curtain Countries.

The revolution is already changing the way we work, and will change the way we live. Computer terminals are quietly appearing in a wide variety of American businesses, from the neighborhood fast-food restaurant to the largest corporation. Software programs have been developed for the family farm, professionals are using them for everything from accessing law and medical libraries to billing and mailing, and personal

computers -- are evolving from a recreational device to a full-fledged and important appliance that figures the taxes, maintains the family budget, stores information from recipes to household inventories, and can print out an updated financial statement in a few seconds.

Every revolution is traumatic, and this one is no different.

New technology means new industries and the death of some existing jobs and industries. As noted above, that is already ocurring. How the leadership of this nation reacts to these changes can have a profound effect upon the future of the world.

Right now, it seems as if the Democrat leadership is not really aware of what is happening. Tied to labor bosses who represent the "old" technology, their response seems to consist of requests for protectionism and increased welfare spending.

One exception---California's Governor Jerry Brown---has latched onto the issue, and has formed a close relationship with the leaders of the computer industry in California's "Silicon Valley," the region in Northern Santa Clara and Southern San Mateo Counties that is the center for much of the new technology.

This issue offers great opportunities for Republicans.

The computer revolution is an excellent example of how freeenterprise entrepreneurism can make the world a better place.

While the old-line Democrat leaders are whining about losing auto sales to Japan and Europe, American capitalists have been forging a technological revolution.

How best to take advantage of the opportunities presented by this situation are beyond the scope of this paper. One approach might be to put together some really good minds to develop policies. This could either be done quietly, and the results announced with some fanfare, or publicity could attend the formation and appointment of the group. In any event, time is of the essence.

One suggestion would be that a task force could be put to work on the subject full-time beginning now, with a major Presidential address on the subject on Labor Day. In that address the President could outline the problem; discuss the opportunities it offers; get in a few digs at those whose policies seem to ignore its existence: comment on how the Administration's economic revolution meshes with this technological revolution; explain that, as in any revolution, some sacrifices must be made; describe what he plans to do about the situation (appoint the task force, etc.); and end by asking all Americans to join together in a spirit of hope and opportunity.

This could be a really big speech, the one for which Ronald Reagan is remembered by history. It is not often that technological and social changes of this magnitude come along. It offers the President another opportunity to articulate what could be the theme of his administration, the "politics of hope"---hope for a brighter future in which the economy improves, inflation is defeated, real (as opposed to make-work) jobs are created, and Americans are once again proud to be Americans.

Along with all this, the Administration might be looking into what needs to be done to modernize the industrial plant in this country. I believe some of the investment credit things in the economic package have been addressed to this--he might discuss them in this address.



MICHAEL K. DEAVER

Helle Roger

Thurston for taking the time to

Write and thunk us for the help

in the Down trip. I think it was
a great success and made come

THE WHITE HOUSE WASHINGTON

> The Honorable Roger W. Jepsen United States Senate Washington, D.C. 20510

United States Senate

WASHINGTON, D.C. 20510 (202) 224-3254

August 5, 1982

982 Andre Jan.

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

Dear Michael:

I wanted to thank you for all the cooperation I received from the White House staff during the recent planning of President Reagan's trip to Iowa.

I would especially like to commend the fine efforts and cooperation of Mr. Dan Morris of the advance team. He was very courteous and helpful throughout the entire planning process.

Best wishes.

Sincerel

Røger N. Jepsen

onited States Senator

RWJ:beb

WASHINGTON

August 10, 1982

MEMORANDUM TO THE SENIOR STAFF

FROM:

MICHAEL K. DEAVER

SUBJECT:

President's Trip to Santa Barbara

It is requested that you submit the names of those people in your departments who have a need to travel with the President to Santa Barbara.

These names should be submitted to the Advance Office no later than Thursday, August 12th.

Edward M. Fouhy Vice President and Bureau Chief

August 10, 1982

file

Dear Mike:

Thanks very much for taking the time to meet with me today. I enjoyed the meeting and I look forward to working with you as we pursue the common goal of a better informed public.

Again, my thanks for your hospitality.

Sincerely yours,

Ed fauly

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

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