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THE WHITE HOUSE

WASHINGTON

June 23, 1983

*Down
set-up for
on these*

*DB
Start File
& keep done*

MEMORANDUM TO MICHAEL K. DEEVER

FROM: DONNA BLUME

SUBJECT: Daily Status Report

1. Tickets for Amanda and Blair for trip to California are attached -- will need a check payable to American Airlines for \$118.50.
2. Reservations for Clyde's have been taken care of for Friday night.
3. The key-supporter lunch with the President on Friday has been changed to 12:15 -- you will speak from 1:40 to 2:00 (memo from Tuttle showing your participation and the agenda is attached) Landon Parvin will be sending remarks over.
4. Reservations for the tennis courts have been made for Friday afternoon from 3:00 to 5:00
5. I'll have Carolyn's passport and visa by 10:00 a.m. tomorrow morning.
6. Per your request, I have set-up a meeting for you with M.B. Oglesby Friday morning at 10:00 (15 min.) to discuss women's issues.
7. Gail Ledwig types approximately 50 WPM and with over-time would make a salary of \$19,043.
8. The Beverly-Wilshire does not have three bedroom suites, but they do have suites with two bedrooms, that's what I reserved for you.
9. Would you be interested in having a daily call sheet done? (i.e., calls that you would like to make that particular day and calls that would have specific deadline)
10. Called Senator Laxalt's Office, Wayne Newton will be ~~in town July 3rd and 4th~~ coming in 6/28 at 9:55 for photo w/ POTUS

THE WHITE HOUSE

WASHINGTON

June 16, 1983

MEMORANDUM TO MICHAEL K. DEEVER

FROM: DONNA BLUME

SUBJECT: Daily Status Report

1. John Rogers is working with Senator Hatfield's Office in having Innauguration Booklet drawn-up.
2. Follow-up from Craig Fuller on status of Wild Rivers litigation for Burger Benson is attached with a draft response.
3. Ticket request for 1984 Olympics has been brought to attention of Ex. Dir. of USOC -- his recommendation is that we pursue it in September. (There will be no problem)
4. The photographs framed with the menus for wine suppliers and chefs from the Summit will be ready Monday.
5. Carolyn taken care of (passport and shuttle)
6. The luncheon for Republican Women will take place next week.
7. Dick Cheney request in for breakfast next week -- waiting for date and time.

THE WHITE HOUSE

WASHINGTON

June 13, 1983

file here

MEMORANDUM TO MICHAEL K. DEEVER

FROM: DONNA BLUME

SUBJECT: Daily Status Report

1. Per your request, Larry Speakes will now be attending all education meetings.
2. You are scheduled to meet with Elizabeth Dole on July 16th at 10:30 a.m. (She wants to meet privately with the President to discuss women's issues.)
3. Meeting on polling results with Wirthlin, McManus, Gergen, Fuller, Rollins and Atwater is set for Monday, June 20th; waiting to get time from Shirley.
4. Holmes Tuttle request taken care of. (see attached)
5. Lee Verstandig met with Jim Kuhn last Friday, -- they will meet again when Jimmy comes back from his honeymoon in July.
6. Letter to Senator Humphrey's supporters in New Hampshire from the President was held-up in JAB's office after it left your office -- too late for the event.
(see page 6 of status report, highlighted)
7. Letter to Fayette Stroud on Women's Issues was completed and you signed the original on 6/8/83, copy is attached.
(see page 6 of status report, highlighted)
8. Letters to candidates to receive Medal of Freedom have been done by Bakshian's Office. (see page 6 of status report, highlighted)
9. Working with Olympia Snow's Office in setting-up luncheon with all Republican Women Member's of Congress (9 Congresswomen 2 Senators). Duberstein's Office knows.
10. Craig Fuller will talk to you about the Berger Benson letter on Ca. Wild River System. It's held up in Justice Department-- he doesn't think it would be a good idea for you to get involved.

*mek →
to Bill*

THE WHITE HOUSE
WASHINGTON

June 8, 1983

MD signed
6/8/83
B

Dear Dr. Stroud:

Thank you for taking the time to communicate your heartfelt feelings to me on the President, the Republican Party and women's issues.

The President has asked me to involve myself more deeply in issues of particular concern to women. Indeed he has asked all his appointees to do likewise. The effect of this heightened sensitivity to women's equity issues is already being felt. You may be aware of the Justice Department's support of a legal challenge to inequitable state pensions in Arizona. A comprehensive package of additional initiatives and reforms is being prepared and should be announced shortly. The President believes that these policies, along with those already implemented, address the substantive concerns of women--and men--about fairness and equal opportunity.

However, the President seeks to lead all Americans, not just women and not just men. He does not seek political support by attempting to break the public down into building block constituencies and then bidding for the votes of each group. Since the President seeks to lead the nation by formulating policies that will help the nation as a whole, it is inevitable that each individual will disagree with particular aspects of his overall ploy for American renewal.

In your letter you identified the Republicans as "the fiscally responsible Party" and the Democrats as the Party that would put us back "on the road to fiscal irresponsibility." Without prosperity, the only equality we can have is equality of poverty and despair. With economic recovery, we can look forward to expanded opportunity for all.

I hope and believe that in 1984 the vast majority of Americans will agree that they are indeed better off than they were when the President took office. I think they will vote Republican because they don't want to go back to failed Democratic policies.

Finally, Dr. Stroud, I hope that you will be among those supporters.

Sincerely,

Michael K. Deaver
Assistant to the President and
Deputy Chief of Staff

Dr. Fayette K. Stroud
P. O. Box 1426
Rancho Santa Fe, California 92067

Fayette K. Stroud, M.D.
Post Office Box 1426
Rancho Santa Fe, California 92067

*3rd
get her to
draft a
response.*

48998

June 1, 1983

Mr. Michael Deaver
The White House
Washington, District of Columbia 20505

Dear Mr. Deaver:

I am a lifelong member of the Party, who has voted Republican for the past forty-five years.

As chairman of the new working group on the women's vote, you may possibly be interested to know that, unless the President and the Republican Party change their stance on women's issues, particularly the Equal Rights Amendment and reproductive rights for women, I shall not vote Republican in 1984 unless the Democrats nominate an absolute "dog".

Moreover, I am fairly representative of a large group of Republican women, who feel as I do. With this in mind, can you hope to have any effect on the votes of independent women - who will probably provide the swing votes in the upcoming election - without a major revision of your position regarding the very vital issues for women?

It has been a profound disappointment to me that the fiscally responsible Party went so far astray on women's matters in 1980 - and also that President Reagan followed that line when he became the candidate, since he was so much more moderate during his tenure as Governor of California.

The "Moral Majority" minority may have had you all running scared in 1980, but I do hope that a broader view will prevail in 1984. Without it, the Democrats will surely win ... and then it will be, Heigh ho! and off we go again on the road to fiscal irresponsibility.

Yours sincerely,

F. K. Stroud, M.D.
Fayette K. Stroud, M. D.

Xc President Ronald Reagan
Senator Pete Wilson

HOLMES TUTTLE

361 NORTH LA BREA AVENUE • LOS ANGELES, CALIFORNIA 90036

213 • 935-3246

*file
ph do*

*talked to
Mrs. Braun
Mr. Deaver*

June 1, 1983

taken care of

63

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

Dear Mike:

I received a call from Ginie Braun last week asking me if I knew the Ambassador to the Court of St. James, J. J. Lewis. Some friends of theirs are going to London and would like very much to meet Mr. and Mrs. Lewis. If you can arrange this, Ginie and Hank would appreciate it.

I am enclosing a letter that Ginie received from her friends with an enclosed resume. If this can be done, would you advise her that you have taken care of this.

Sincerely,

Holmes
Holmes

HT/b
encl.

*Deaver
lead
Deaver*

SUMMARY OF MORE IMPORTANT MAIL RECEIVED FOR MICHAEL K DEEVER
REPORT PERIOD: JUN 07, 1983

FROM

SITTMANN, BILL, MR.
THE WHITE HOUSE
WASHINGTON, DC 20500
JUN 03, 83

SITTMANN, WILLIAM F., MR.
THE WHITE HOUSE
WASHINGTON, DC 20500
JUN 02, 83

STALLONE, SASHA, MRS.
STAYING ALIVE
PARAMOUNT PICTURES CORPORATION
5555 MELROSE AVENUE
HOLLYWOOD, CA 90038
MAY 27, 83

STROUD, FAYETTE K., DR.
POST OFFICE BOX 1426
RANCHO SANTA FE, CA 92067
JUN 01, 83

TATE, SHEILA, MS.
THE WHITE HOUSE
WASHINGTON, DC 20500
MAY 31, 83

THOMAS, L. E. "TOMMY", MR.
TOMMY THOMAS CIEVROLET
POST OFFICE BOX 490
PANAMA CITY, FL 32401
MAY 27, 83

VERSTANDIG, LEE L., MR.
THE WHITE HOUSE
WASHINGTON, DC 20500
JUN 02, 83

WHEELER, CLYDE A., MR., JR.
VICE PRESIDENT
GOVERNMENT RELATIONS
SUN COMPANY, INC.
SUITE 820
1800 K STREET, NW
WASHINGTON, DC 20006
MAY 25, 82

SUBJECT

FOREIGN REACTIONS TO SUMMIT
CONFIDENTIAL / NOFORN

LETTER TO SENATOR HUMPHREY'S BEST SUPPORTERS
IN NEW HAMPSHIRE FROM THE PRESIDENT

BENEFIT FOR THE STALLONE FUND FOR AUTISM
RESEARCH - REQUEST FOR PRESIDENT AND FIRST
LADY'S NAME TO APPEAR ON THE HONORARY
COMMISSION - "FRIENDS OF THE CHILDREN"
PREMIERE

WOMEN'S ISSUES

"THE RESCUE OF NIANNY HEIL" - STORY FROM
FAMILY CIRCLE MAGAZINE

MEETING ON JUN 28, MARINE COMMANDANTS
RETIREMENT

POTENTIAL PRESIDENTIAL SPEECH BEFORE A
JOINT SESSION OF STATE LEGISLATURE

CONSIDERATION OF JOHN WHEELER, ROBERT DOUBEK
AND JAN SCRUGGS AS CANDIDATES TO RECEIVE THE
MEDAL OF FREEDOM

DISPOSITION

149033

148710
LEE ATWATER
SUSPENSE JUN 04, 83

144998
RICHARD DARMAN
CLOSED JUN 02, 83
FRED FIELDING
CLOSED JUN 02, 83

148998
LEE ATWATER
SUSPENSE JUN 07, 83

149031

Fred Ryan

Placed on LRSM Age

148387
BILL SITTMAN
CLOSED JUN 06, 83
LEE ATWATER
CLOSED JUN 07, 83

149036

148382
ARAM BAKSHIAN JR.
SUSPENSE JUN 02, 83
ARAM BAKSHIAN JR.
SUSPENSE JUN 02, 83

FBI only

where is this?
Done

OK given to
Mrs. Stallone
Per Danner
Blaine

where is this?
Done - 6/8/83
you 2/10

no response
necessary

do we need
a response?
From resp

THE WHITE HOUSE
WASHINGTON
June 7, 1983

*Set-up
file on
WS-follow-up*

ST

MEMORANDUM TO MICHAEL K. DEEVER

FROM: DONNA BLUME *DB*

SUBJECT: Status of Points You Raised This Morning

1. Letters to law enforcement officials for Ken Hill have been done and are waiting for your signature.
2. The schedule and manifest for Mexico will be here by 3:00 p.m. this afternoon.
3. Memo to Lee Vestinag has been done and is waiting for your signature.
4. Follow-up on John Naisbitt (Megatrends) see attached from Craig Fuller, he's on top of it and Lee Atwater will be meeting with Naisbitt this Friday.
5. Secretary Regan will be meeting with the President for fifteen minutes this Friday, June 10th at 10.45 a.m.
6. Education/Environment breakfast meeting has been set-up for Monday, June 13th at 7:00 a.m., the following will attend:

MKD
Watt
Fuller
Ruckelshaus
Darman
Khedouri
7. Attached is a list of participants for the Olympic Meeting in Los Angeles -- I've sent McManus a copy of the agreement to go over. There is an article on the front page of the L.A. Times this morning regarding security for the Olympics, as soon as I get a copy of the paper I'll get it for you.
8. Regarding your memo of June 6th(Attached) to the Outreach Strategy Group -- Darman is making sure that everyone follows through on action items.

*file on
WS follow-up*

Addendum to Status Memo (see attached)

June 7, 1983

9. The early morning briefing's from Pete Roussel will now be red-tagged to you each morning.
10. You mentioned that you wanted to meet with Gwen Rigby from Vicon Winery (she's bringing samples) it's set for Monday, June 28th, I'm waiting for a time from Shirley. (see attached)
11. The President will be meeting with Arnie de Borchgrave and Alex de Marenches at 4:15 p.m. this afternoon for 15 minutes -- Fred Ryan knows

THE WHITE HOUSE

WASHINGTON

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Mr. Michael Deaver
The White House
1600 Pennsylvania Ave.
Washington D.C.

Dear Mr. Deaver,

Now that several articles have appeared on your role in the White House, I can imagine that you are submerged by letters and requests from wineries. I was going to abstain, but cannot resist after this paragraph that was part of the article in The Napa Register:

"really more knowledgeable about French wines than California wines," Deaver said, because he started a wine cellar during his acting days when California wines did not have as much stature. And it's a Napa Valley wine with French traditions that is a Reagan favorite, Deaver said.

Vichon has the reputation, and deservedly so, of having the most "French-like" wines in California. Perhaps the best method of introduction to them and verification of this claim is the enclosed copy of my correspondence with Howard Kaplan and Robert Millman of New York City.

I know David Berkeley, and it was I that introduced the 1981 Girard Chenin Blanc and 1981 Stephens Sauvignon Blanc to him. In this case, I am writing you directly because I will be in Washington D.C. June 28 & 29. Is there any chance that I might meet with you or at the least leave you samples of the Vichon wines?

I will also call David Berkeley about the fortuitousness, or forthrightness, of my offer. I do hope to hear from you. Veuillez accepter mes respects les plus distingués....

Gwen Rigby
Gwen Rigby
Sales and Public
Relations

VICHON WINERY
P. O. BOX 363 · 1595 OAKVILLE GRADE · OAKVILLE, CALIFORNIA 94562 · (707) 944-2811

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THE WHITE HOUSE
WASHINGTON

June 6, 1983

*But
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a few days
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some action on
this. Keep me
posted.*

MEMORANDUM FOR OUTREACH STRATEGY GROUP

FROM: MICHAEL K. DEAVER *M*
SUBJECT: Meeting Follow-Up

The follow-up items and action requests from the June 3 meeting are as follows:

1. Contact Governor Deukmejian for some good Hispanic suggestions. (Rollins)
2. Produce a list of 20 most admired Hispanics. (Wirthlin)
3. Set up Personnel meeting to review list of 10 Hispanics worthy of placement -- not later than June 20. (Herrington)
4. Set up a meeting with Administration Hispanics. (Fuller)
5. Check with R. Walker regarding Hispanic business leaders. (McManus)
6. Set up a meeting with RNC regarding general operation and also Hispanic contacts. (Rollins)
7. Look into projects for Mrs. Reagan involvement. (McManus)
8. Produce a list of Hispanic sports celebrities. (McManus)
9. Look into ways to work with Hispanic media. (Gergen)
 - a. Translate RR's radio show for Spanish language edition. (Gergen)

THE WHITE HOUSE
WASHINGTON

June 6, 1983

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OUTREACH STRATEGY GROUP LUNCHEON ATTENDEES

James A. Baker III

Michael K. Deaver

Richard G. Darman

Kenneth M. Duberstein

Craig L. Fuller

David R. Gergen

Edward J. Rollins

Faith R. Whittlesey

[Lee Verstandig] Not a standard member--will be invited from time to time

Lee Atwater

Michael A. McManus

Richard Wirthlin

Note: Generally held at noon on Fridays. Call Nell Yates - 2605 to make sure Roosevelt Room is reserved. Call Ron Jackson - 4192 to arrange for food.

Buell -
FV1

THE WHITE HOUSE
WASHINGTON

June 6, 1983

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WHITE HOUSE STAFFING MEMORANDUMDATE: June 7 ACTION/CONCURRENCE/COMMENT DUE BY: _____SUBJECT: MEMO FOR OUTREACH STRATEGY GROUP RE FOLLOW-UP ITEMS FROM
JUNE 3, 1983 MEETING

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☐	HARPER	☐	☐
MEESE	☐	☐	HERRINGTON	☒	☐
BAKER	☐	☒	JENKINS	☐	☐
DEAVER	☐	☒	McMANUS	☒	☐
STOCKMAN	☐	☐	MURPHY	☐	☐
CLARK	☐	☐	ROGERS	☐	☐
DARMAN	☐	☒	ROLLINS	☒	☐
DUBERSTEIN	☐	☒	VERSTANDIG	☐	☒
FELDSTEIN	☐	☐	WHITTLESEY	☐	☒
FIELDING	☐	☐	BRADY/SPEAKES	☐	☐
FULLER	☒	☐	WIRTHLIN	☒	☐
GERGEN	☒	☐	_____	☐	☐

REMARKS:

RESPONSE:

THE WHITE HOUSE

WASHINGTON

June 6, 1983

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THE WHITE HOUSE
WASHINGTON

May 13, 1983

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: CRAIG L. FULLER *CL*
SUBJECT: Naisbett Follow-up

Comments
Lee and I are following-up on the some of the points made at the lunch with John Naisbett. Here's a quick progress report on the items mentioned in your note:

1. Naisbett agreed to consider a weekly service for the WH that would provide us with an update of regional daily and weekly newspapers.
2. He will develop some speech inserts/talking points on global economy for use by the President.
3. The role of women in the new economy is being reviewed by the Labor Department, I'll give you a report as soon as we see something.
4. I am investigating how we use or get to the special interest magazines.

cc: Lee Atwater

Lunch with John Naisbett, May 11 83

MEMO

TO: WILLIAM SITTMANN

FROM: MICHAEL DEEVER

SUBJECT: Follow-up To Naisbett Luncheon

Please follow-up with Craig Fuller and Lee Atwater on the following items discussed:

1. Information System- Naisbett has a service covering over 4,000 local newspapers as a source of national information. How can we get his service or design one of our own.

2. Naisbett agreed to put down some thoughts for a Presidential Address on the changing economy both here and globally. Perhaps this is something that could be directed at Williamsburg or as a Williamsburg follow-up forum.

3. What is the role of women in the new economy and how does that effect the gender-

4. There are now 13,000 special interest magazines..Are we ~~wxxxx~~ utilizing them in our communications strategy effectively?

THE WHITE HOUSE
WASHINGTON

May 10, 1983

14274655
50003
PROOT-01
WE
PU

MEMORANDUM FOR ED MEESE

JAMES BAKER

MICHAEL DEEVER

RICHARD DARMAN ✓

LEE ATWATER

FROM:

CRAIG L. FULLER *CS*

SUBJECT:

Summary of Megatrends

Comments

Attached is the summary of Megatrends forwarded to the President for review prior to tomorrow's lunch with the author, John Naisbitt.

Luncheon with John Naisbitt, May 11 83

May 10 83 Memo to the President from Fuller
attached

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.

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THE WHITE HOUSE
WASHINGTON

4/28/83

MEMORANDUM

REVISED

TO: CRAIG FULLER
FROM: FREDERICK J. RYAN, JR. *FR*
SUBJ: APPROVED PRESIDENTIAL ACTIVITY

MEETING: Lunch with John Naisbitt

DATE: May 11, 1983

TIME: 12:00 noon

DURATION: 60 minutes

LOCATION: Oval Office

REMARKS REQUIRED: Background to be provided in briefing paper

MEDIA COVERAGE: If any, coordinate with Press Office

FIRST LADY
PARTICIPATION: No

NOTE: PROJECT OFFICER, SEE ATTACHED CHECKLIST

cc:	A. Bakshian	M. McManus	R. Jackson
	R. Darman	J. Rosebush	
	R. DeProspero	B. Shaddix	
	K. Duberstein	W. Sittmann	
	D. Fischer	L. Speakes	
	C. Fuller	WHCA Audio/Visual	
	W. Henkel	WHCA Operations	
	E. Hickey	A. Wrobleski	
	G. Hodges	Nell Yates	

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THE WHITE HOUSE
WASHINGTON

April 25, 1983

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MEMORANDUM FOR MICHAEL K. DEEVER

FROM: CRAIG L. FULLER *(C)*

SUBJECT: Megatrends

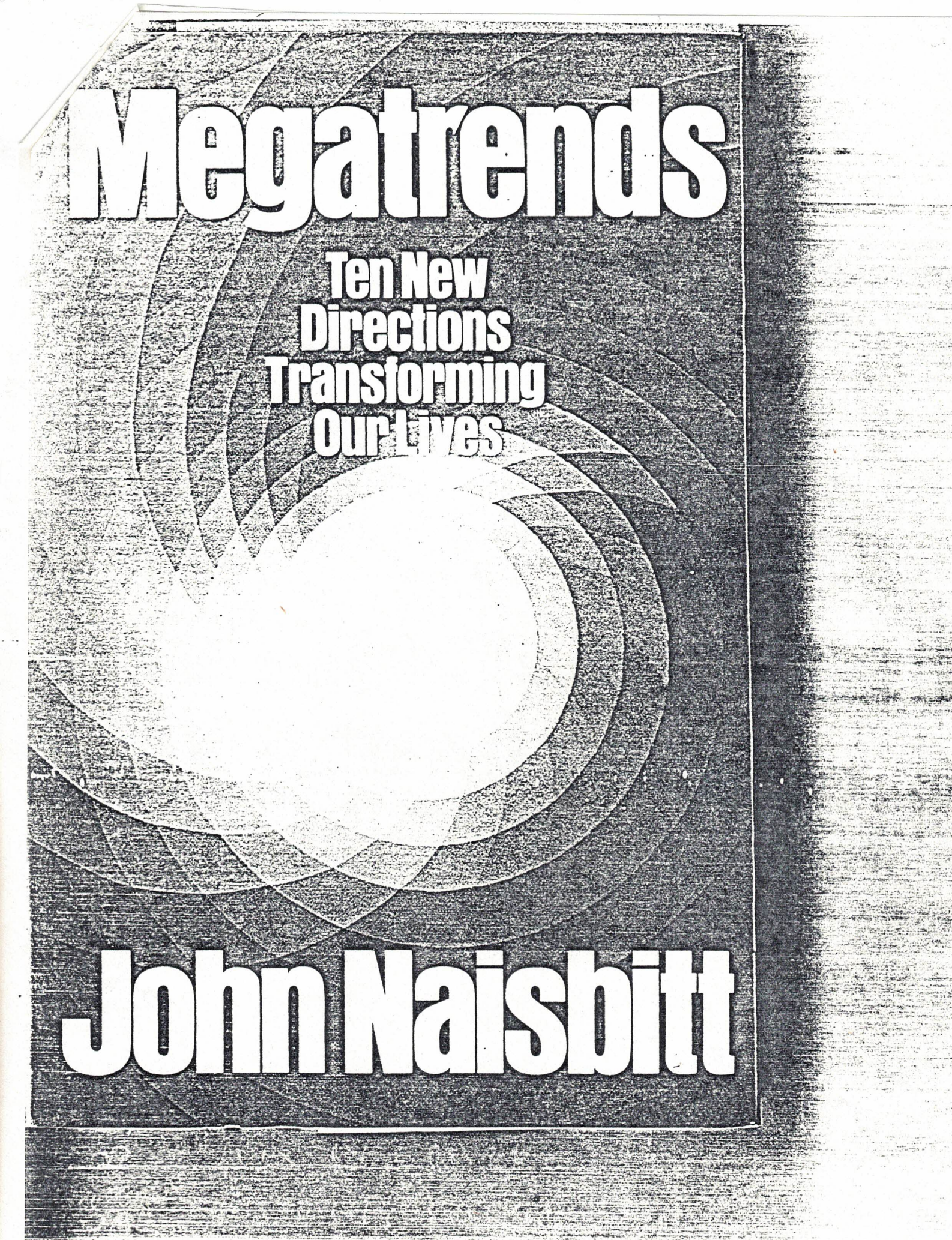
I just finished reading Megatrends. The book does a better job of explaining where the nation is heading than almost anything I have read. I recommend that you consider sharing it with the President.

The chapter entitled "National Economy--World Economy" sets the stage for the Economic Summit. It presents the clearest description I have seen of our changing relationship with our allies and it outlines the economic issues we must confront in a "world economy."

Chapters on technology and population trends in the United States clearly show how the country is changing. These chapters offer more understanding in these areas than I have seen in other presentations.

If you review the book and agree with my assessment, I suggest you give the book to the President and follow-up with a lunch for the President with the author, John Naisbitt.

Let me know if you want any follow-up.

The background of the cover is a dark, textured grey. It features a series of concentric circles that create a tunnel-like effect, leading towards a bright white circle in the center. The circles are slightly offset from each other, giving a sense of depth and movement.

Megatrends

Ten New
Directions
Transforming
Our Lives

John Naisbitt

COPY

THE WHITE HOUSE

May 18, 1983

* Alan —
You should know that it was your
copy of Megatrends that went to
the President. After reading it he
decided to invite John Naisbitt for
lunch. Thanks for giving us such a
good Read! Craig

Lunch with John Naisbitt

* ALAN Hirschfield

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never
sent
CR

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)	Rose Garden (Tab A) (draft remarks attached)
11:15 am (15 min)	<u>Meeting with Cardinal Krol</u> (Clark)	Oval Office (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 (Tab C)
1:00 pm (60 min)	<u>Congressional Meeting</u> (Duberstein)	Cabinet Room (Tab D)
2:00 pm (25 min)	Signing Ceremony for Baseball Month and Little League Game (Duberstein/Henkel)	South Lawn (Tab E) (draft remarks attached)
2:30 pm (60 min)	<u>Congressional Meeting</u> (Duberstein)	Cabinet Room (Tab F)
3:45 pm (60 min)	<u>Meeting with Secretary Shultz</u> (Clark)	Oval Office
5:00 pm (60 min)	<u>Congressional Meeting</u> (Duberstein)	Oval Office (Tab G)

UNP 5/10/83
4:00 pm

THE WHITE HOUSE
WASHINGTON

June 3, 1983

MKD
[VI]
File
Sittmann

MEMORANDUM TO THE FILE

Wildlife Meeting - MKD
June 2nd Fuller
11:00 a.m. Khedouri
(30 min.) Sittmann

Bill
Here are
good - are you
keeping copy
for follow-up?

1. Subject: What can be done to turn around down slide of support for the President by environment
2. Talk with State and Local and regional leaders, get out, away from D.C.
3. Blitz like we've done for education
4. Get adequate polling information
5. Get Scheduling to list ideas
6. Policy's may not change but we could go symbolic
7. Set-up meeting with:

MKD
Watt
Fuller
Ruckleshouse
Darmen
Khedouri

Issue Group
- env. Bill mtg.
6/13
7:00 am

8. Get people on Hill involved - set-up meeting with President

cc'd
6700

THE WHITE HOUSE

WASHINGTON

June 3, 1983

MKD
FXI
File
Sittmann

MEMORANDUM TO THE FILE

1. Joe Holmes- June 2, 1983 7:30 a.m.

MKD
Hickey
Sittmann
Fischer
Mahan
Evans

2. Ideas to better improve operation
3. Interview a naval commander to head operation
4. Asked for memo on film crew explaining who they are
5. Possibility of new equipment
6. Talk with the President to get his thoughts and explain operation
7. Talk to network experts to get ideas
8. Crew should get new producer
9. Need historical guidance
10. Get documentary evidence
Get edited tapes of Williamsburg
11. Discuss ideas with Gergen
12. Get someone to review film already on file

THE WHITE HOUSE

WASHINGTON

April 30, 1984

MEMORANDUM TO MICHAEL K. DEEVER

FROM: DONNA BLUME

SUBJECT: Daily Status Report and Reminders

1. Per your request, I've set-up a meeting for you with Bobby DeProspero, Bill Henkel and Ed Hickey regarding the campaign and motorcades on Monday, May 7th at 11:00 a.m.
2. Per your request, Alice Burnett is scheduled to come in and meet with you for fifteen minutes on Monday, May 7th at 10:00 a.m.
3. I've scheduled an eye examination for you on Friday, May 4th at 10:30 a.m. with Dr. Shiela Wood.
4. You asked to see Risque, Verstandig and Svahn when you got back -- I've scheduled the meeting for Monday, May 7th at 4:00 p.m. (Verstandig is travelling the rest of the week.)
5. Mrs. Laxalt is able to secure 6-8 additional tickets for each performance of CATS -- we must let her know in advance though of our needs. (Remember, McManus asked about this.)
6. At Bill Deaver's request, I've scheduled Jack Pandol to pay you a courtesy call on Wednesday, May 9th at 3:30 p.m. A White House tour has also been arranged for him.
7. You're scheduled to address Senator Specter's re-election campaign club on May 16th at 3:00 p.m. You'll make remarks for about fifteen minutes (your personal perspective on the President) and then have a Q&A session. Pam Bailey is working on your remarks.
8. I've scheduled a meeting for you on Thursday, May 17th at 10:30 a.m. for an hour to review the final ads for the campaign. The participants will be: Dick Darman, Jim Baker, Mike McManus, Margaret Tutwiler, Ed Rollins, Jim Lake and Doug Watts.
9. A reminder that you and CJD have accepted a dinner invitation for Friday, May 4th at 7:00 p.m. at Nancy Reynolds. The dinner is in honor of Helene and Byron.

*do a memo to
talk to home
for CJD.*

OK

OK

OK

THE WHITE HOUSE

WASHINGTON

March 8, 1984

*meeting re
China*

MEMORANDUM TO MICHAEL K. DEEVER

FROM: DONNA BLUME

SUBJECT: Daily Status Report and Reminders

1. I've scheduled a meeting for you on March 15th at 1:00p.m. for two hours with Jim Baker, Darman, McManus, Laxalt, Rollins, Atwater, Wirthlin, Spencer and Teeter in Baker's Office. The subject will be disclosed at the meeting.
2. Ben Elliott is working on your remarks for the fundraiser (Cong. Wolf) on March 14th.
3. A request from Baker's Office came in for you to attend a meeting on March 21st at 3:00 p.m. for thirty minutes with the Vice President and Jim Baker to discuss the Vice President's campaign travel.
4. The wine from Carol Curb has arrived at Dulles Airport and I'll have picked-up Monday.
5. Lucky Roosevelt has several items she would like to discuss with you next week. Would you like me to schedule? Yes ☒ No ☐
6. McFarlane's Office called requesting that a meeting be scheduled on March 30th at 2:00 p.m. for an hour to discuss U.S. position on Summit issues before Sherpa team meets in London first week of April. Will get back to us with list of participants.
7. We still need to get a date to Marion Smoak. I asked Carolyn about it and she said to talk to you.

*Discusses
with her*

lets discuss

lets do!