THE WHITE HOUSE

WASHINGTON

October 19, 1976

MEMORANDUM FOR: PHILIP BUCHEN
MAX L. FRIEDERSDORF
ALAN GREENSPAN
ROBERT HARTMANN
JAMES LYNN
JOHN MARSH
WILLIAM SEIDMAN

FROM: JIM CANNON

SUBJECT: Federal Energy Management Program

Attached is a proposed memorandum from the President to all agency and department heads regarding efforts to conserve energy.

I would appreciate having your comments sent to Glenn Schleede by 11:00 a.m., Wednesday, October 20th.

October 20, 1976

No objection. P.

Philip Buchen

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR THE PRESIDENT

FROM: JIM CANNON

SUBJECT: Federal Energy Management Program (FEMP)

Attached for your consideration is a proposed memorandum to Heads of Executive Departments and Agencies which:

- Announces your Federal energy conservation goal for FY 1977 of using no more energy than was actually used during FY 1975;
- Signals your continuing interest in the Federal Energy Management Program (FEMP);
- Notifies agencies that FEA has been assigned lead responsibility for coordinating this effort.

The FEMP was started in July 1973 with the setting of a target for energy conservation within the Executive Branch, quarterly reporting by agencies, and coordination and reporting of results by FEA.

The agencies have been responsive, particularly the Department of Defense which is by far the largest energy user. FEA indicates that energy savings during FY 1976 reached the equivalent of 285,000 barrels of oil per day.

The attached memorandum has been recommended by Secretary Richardson, Frank Zarb and OMB.

RECOMMENDATION

That you sign the memorandum attached at TAB A.

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

SUBJECT: Federal Energy Management Program (FEMP)

Since 1973, the Executive Branch of the Federal Government has taken the lead in conserving energy. In fiscal year 1976, Federal agencies' energy conservation efforts resulted in savings equivalent to over 285,000 barrels of oil per day.

These impressive results are due to dedicated and serious efforts to conserve energy. I commend you and your employees for fine achievement and the example it sets for all Americans.

For FY 1977, I am establishing a Federal energy conservation goal of using no more energy than was actually used during FY 1975. I am asking each of you to: (1) establish specific plans for energy savings during the coming year, and (2) examine all of your facilities and operations for both short and longer term energy conservation potential and undertake, within your existing budgetary levels, cost-effective projects wherever possible.

I am also directing the Administrators of the Federal Energy Administration and the General Services Administration to work with you to establish individual agency targets and to identify energy conservation projects so as to assure that overall Executive Branch goals will be achieved. In addition, the Office of Management and Budget will provide guidance concerning budgeting procedures for projects and activities in FY 1979 and beyond.

THE WHITE HOUSE

WASHINGTON

November 16, 1976

MEMORANDUM FOR: JIM CANNON

FROM: BOBBIE GREENE KILBERG Bobbie

SUBJECT: Proposed International Exposition in Ontario, California, in 1981

The Counsel's Office does not recommend at this time Federal recognition by the President of the proposed exposition. We believe that Federal recognition is premature, particularly because of the statements in your memorandum and Secretary Richardson's memorandum about the present lack of adequate or suitable financial support for the exposition.

P.L. 91-269, Section 2(a)(1) clearly requires the President, in deciding that Federal recognition is in the national interest, to consider a determination that there is guaranteed financial support "in amounts sufficient to assure the successful development and progress of the exposition." Although Section 5 of the statute allows the President to withdraw Federal recognition if that continuing recognition is inconsistent with the national interest and with the purposes of the statute, it seems, as a policy matter, to be inappropriate and undesirable to grant Federal recognition with the threat that it might be taken away if certain conditions are not met. This should be of specific concern when a new Administration will have the responsibility for the matter in two months. In our opinion, it would be more appropriate and judicious to wait for the proper conditions to be achieved before granting recognition.

Further, as Secretary Richardson's memorandum indicates, a request also has been made for Federal participation and, under P.L. 91-269, that is the logical outgrowth of Federal recognition. Federal participation requires Federal money (in this case about $25 million), and the Counsel's Office thinks that thought should be given to whether Federal recognition and participation in this

exposition will, as a practical matter, make it unlikely that Congress will approve financial participation in another exposition that might be more meritorious. While we do not know whether other international expositions are in the planning stage, we think this is a legitimate concern.

Phil Buchen concurs in this memorandum.

cc: Phil Buchen

THE WHITE HOUSE

WASHINGTON

November 16, 1976

MEMORANDUM FOR: PHIL BUCHEN
ROBERT T. HARTMANN
JACK MARSH
MAX FRIEDERSDORF
JIM LYNN
BILL SEIDMAN

FROM: JIM CANNON

SUBJECT: Proposed International Exposition in Ontario, California, in 1981

Attached is a package of material relating to the proposed Presidential endorsement of an International World's Fair in Ontario, California, in 1981.

The issue requiring your comments and recommendation is whether or not the President should give formal "Federal recognition" to the proposed Exposition.

It is being recommended by Roy Ash and Tex McCrary.

It is supported by Secretary Richardson (with major qualifications) and the Department of State.

To be most meaningful, Federal recognition is required by tomorrow for a meeting in Paris of the Bureau of International Expositions (BIE). This is the group which sanctions international events of this kind. The next meeting of the BIE will not occur for six months.

However, you should be aware of a number of problems related to this proposal. The apparent lack of suitable financing, negative newspaper stories in the Los Angeles Times, and the purchase of a bankrupt speedway (whose owners are not identified) all suggest caution.

My understanding of the "downside" risk of no action at this time is that six months would be lost in receiving BIE recognition (with no guarantee of future positive BIE

action), and the Expo '81 planning corporation would lose some desired impetus in its search for financing.

It might be possible to alleviate these problems partially by seeking a Presidential endorsement of the project before year's end -- even though the endorsement is too late for the Paris meetings. That course would at least permit a more careful assessment of the merits of the issue.

I would appreciate receiving your comments on this proposal by c.o.b. today, November 16.

Attachments included:

Tab A. Secretary Richardson's letter to the President endorsing "Federal recognition."

Tab B. Draft Presidential statement granting "Federal recognition" of the project.

Tab C. Draft Presidential letter to Secretary Kissinger instructing him to see that BIE is informed of "Federal recognition"

Tab D. Draft Presidential letter to Secretary Richardson formally conveying "Federal recognition to project with qualifications.

Tab E. Acting Secretary of State Robinson's letter to the President endorsing "Federal recognition" of the project.

Tab F. Draft fact sheet on the proposed Exposition.

Tab G. Commerce report to President on Exposition.

A

THE SECRETARY OF COMMERCE
Washington, D.C. 20230

NOV 15 1976

The President
The White House
Washington, D. C. 20500

Dear Mr. President:

I am pleased to forward herewith a report on the application of the Expo '81 Corporation of Los Angeles, California, for Federal recognition of an International General Category (Universal) Exposition proposed to be held in the County of San Bernardino, California, on the site of the Ontario Motor Speedway. The report is forwarded pursuant to the provisions of Public Law 91-269 which require a report by the Secretary of Commerce before the President decides whether to grant Federal recognition to any international exposition to be held in the United States.

In addition to the Commerce report, the law requires a report from the Secretary of State as to whether the proposed exposition qualifies for registration by the Bureau of International Expositions (BIE). I understand that Secretary Kissinger is forwarding a favorable report, and will also advise that the BIE has reserved the 1981 date for Expo '81.

I am satisfied that the organizers of Expo '81 have fulfilled, to the extent possible at this time, applicable requirements of Public Law 91-269 and the implementing regulations (15 C.F.R. Part 1202). The theme of the exposition, "People to People--Pathways to Understanding," is appropriate for a Category I exposition. Expo '81 has generated interest in the State of California, the Cities of Los Angeles and Ontario, the Counties of Los Angeles and San Bernardino, and other surrounding communities. The proposal has also received endorsements from regional representatives in the United States Senate and House of Representatives and from Governors of the Western States.

The organizers are working on securing full financial commitments which are necessary to assure the success of Expo '81. At present, for example, there are financial arrangements which are dependent on approval of legislative measures in the State and local governments. There are, additionally, some other unresolved questions raised in the enclosed full report as to the exposition's viability, but the financial implications are the most compelling immediate concern. We believe that with your endorsement through Presidential recognition, and the subsequent registration by the Bureau of International Expositions in Paris, all facets have a reasonable possibility of being resolved.

Accordingly, I do recommend that you find Federal recognition of the proposed Los Angeles exposition in the national interest and that you sanction an official United States request for registration of the event by the BIE. However, the continuation of this Federal recognition should be contingent upon the following conditions:

o A satisfactory analysis and review of environmental issues through the completion of the final environmental impact statement;

o Authorization by the State of California of the planned $35 million bond issue; and

o Completion of other planned financial arrangements sufficient to develop and operate the exposition.

I further recommend that you authorize me, acting on your behalf, to monitor the fulfillment of these conditions. If they are not satisfied in a timely manner, I will recommend that Federal recognition be withdrawn.

If you concur in the foregoing approach, we will proceed, in cooperation with the Department of State, with an application for BIE registration at the organization's next meeting in Paris on November 17. As part of the application process, we will make clear to our fellow BIE member countries the basis upon which you have accorded Presidential recognition. With that done, should either Federal recognition or BIE registration later have to be rescinded, there will be no attendant embarrassment to either the exposition's sponsors or to the United States Government.

In addition to Federal recognition, the organizers have requested Federal participation in the exposition. Therefore, if you favor Federal recognition, I propose that we proceed with action authorized by Section 3 of the law in the manner recommended in the conclusion of the report. This section calls for preparation by this Department, in cooperation with other Federal departments and agencies at the appropriate time, of a plan for Federal participation in the exposition, for submission by you to the Congress for its consideration. Based upon previous expositions which the Federal Government has participated, I estimate that this would entail a Federal commitment of about $25 million for construction of a pavilion.

Respectfully,

Elliot L. Richardson

Enclosure

B

Statement by the President - Federal
Recognition for Expo '81

It gives me great pleasure to announce, here in Southern California, that I have accepted Secretary Richardson's recommendation to grant Federal recognition to "Expo '81," a world's fair to be held in San Bernardino County. Accordingly, I have directed the Secretary of State to seek international approval for Expo '81 at the November 17 meeting of the Bureau of International Expositions in Paris.

Pursuant to P.L. 91-269, the Department of Commerce has evaluated the plans for the exposition, and I have received Secretary Richardson's report recommending that Federal recognition be granted to Expo '81. However, this report recognizes that there are other tasks to accomplish--for example, environmental concerns will be aired as comments are received on the draft environmental impact statement now being circulated, and final financial arrangements must still be made, including the planned authorization of a $35 million bond issue by the State of California. The continuation of Federal recognition is contingent upon the successful accomplishment of these tasks, which we are confident will be achieved.

Those who were fortunate enough to visit other recent world's fairs--in Spokane, in San Antonio, in Seattle, or in Montreal, know the great economic, social and cultural benefits which such an undertaking brings to a region as well as to the Nation. The staging of an exposition requires substantial construction activity and produces a wide variety of other employment opportunities. Expo '81 will attract hundreds of thousands of tourists from across the Nation and around the world, who will also visit many of the other attractions throughout this beautiful part of the country. This "world's fair" will be held on the site of the Ontario Motor Speedway, on the outskirts of Los Angeles, and will celebrate the 200th anniversary of the founding of the City of Los Angeles.

With the support of the American people and the residents of Southern California, Expo '81 will be a great success and cornerstone marking the beginning of America's "Third Century." I look forward to having the opportunity to visit Expo '81.

Cleared by Secretary Richardson on November 15, 1976

Recommended Draft

Honorable Henry Kissinger
Secretary of State
Washington, D. C.

Dear Mr. Secretary:

In accordance with the provisions of P.L. 91-269, I have received a report from the Secretary of Commerce recommending that Federal recognition be granted to Expo '81, a General Category I (Universal)International Exposition proposed to be held at Ontario, California, in 1981. I also have your report that the proposed exposition qualifies for consideration of registration by the Bureau of International Expositions.

Upon reviewing those reports, I have determined that Federal recognition of Expo '81 will be in the national interest. Accordingly, I hereby direct you to instruct the United States delegate to the Bureau of International Expositions to present an official request by the United States for registration of Expo '81 by the BIE at its November 17 meeting.

In view of the fact that certain steps remain to be accomplished by the organizers of Expo '81, I am ~~receiving~~ requesting the Secretary of Commerce to continue to monitor the progress of the plans for the exposition. In particular, I am concerned that the financial plans have not yet been finally secured. In addition, although a draft environmental impact statement is now being circulated

for comment, a final statement must be completed. Therefore, I would appreciate your instructing the U. S. delegate to advise the Bureau of International Expositions that, although we anticipate that the remaining tasks can and will be satisfactorily accomplished by the organizers in the near future, Federal recognition can be withdrawn upon a Presidential determination that continuing recognition would be inconsistent with the national interest.

RECOMMENDED DRAFT

MEMORANDUM FOR: The Secretary of Commerce

SUBJECT : Federal Recognition of Expo '81

Pursuant to the requirements of P. L. 91-269, I have reviewed your report and recommendations concerning Expo '81, an International General Category I (Universal) Exposition proposed to be held in the County of San Bernardino, California, on the site of the Ontario Motor Speedway. I have also reviewed the report from the Acting Secretary of State which indicates that Expo '81 qualifies for registration by the Bureau of International Expositions.

I have determined that Federal recognition of Expo '81 will be in the national interest. Accordingly, I have asked the Secretary of State to instruct the United States delegate to the Bureau of International Expositions to present an official request by the United States for registration of Expo '81 by the BIE at its November 17th meeting.

In view of your findings that certain questions remain unresolved, the continuation of Federal recognition is contingent upon the following conditions:

- A satisfactory analysis and review of environmental issues through the completion of the final environmental impact statement;

- o Authorization by the State of California of the planned $35 million bond issue; and
- o Completion of other planned financial arrangements sufficient to develop and operate the exposition.

Therefore, I hereby authorize you, acting on my behalf, to monitor the timely fulfillment of these conditions, and request that you submit, prior to April 1, 1977, your recommendation on whether Federal recognition should be continued. I have requested the Secretary of State to make clear to our fellow BIE member countries the basis upon which Federal recognition has been accorded. In addition, I would appreciate your taking all necessary and appropriate steps to notify the Congress of the actions which have been taken, in accordance with Section 2(c) of P.L. 91-269.

Gerald R. Ford

5942

7622086

DEPARTMENT OF STATE
WASHINGTON

October 27, 1976

MEMORANDUM FOR: THE PRESIDENT

From: Charles W. Robinson, Acting Secretary

Subject: Registration of the 1981 Los Angeles Universal Exposition with the Bureau of International Expositions (BIE)

In 1975 the organizers of the Los Angeles, California General First Category (Universal) Exposition to be held in 1981 applied to the Departments of Commerce and State for Federal recognition under Public Law 91-269 of May 27, 1970. Federal recognition is necessary in order to obtain official international recognition and to qualify for Federal financial support.

I understand that a comprehensive and favorable study of the Los Angeles project is now in process of being forwarded to you by the Secretary of Commerce.

PL 91-269 requires a finding by the Secretary of State that the proposed exposition "qualifies for consideration of registration" by the BIE. This is the case, as the 1981 date has now officially been reserved by the BIE for a universal exposition to be held near Los Angeles. This action by the BIE now qualifies the exposition for official BIE registration at the next plenary session on November 17, 1976, provided that official U.S. Federal recognition has been obtained before that date.

The Department of State considers the Los Angeles exposition, with the theme of "People to People - Pathways to Understanding," worthy of support.

If it is found that the Los Angeles 1981 Exposition qualifies for Federal recognition, I would appreciate instructions so that the Department of State might proceed promptly with diplomatic action designed to win official BIE registration of Los Angeles at the next BIE meeting on November 17.

Public Law 91-269
91st Congress, S. 856
May 27, 1970

An Act

To provide for Federal Government recognition of and participation in international expositions proposed to be held in the United States, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the Congress finds that—

International expositions. U.S. recognition and participation.

(a) international expositions, when properly organized, financed, and executed, have a significant impact on the economic growth of the region surrounding the exposition and, under appropriate international sanction, are important instruments of national policy, particularly in the exchange of ideas and the demonstration of cultural achievements between peoples;

(b) in view of the widely varying circumstances under which international expositions have developed in the United States, the different degrees to which the Federal Government has assisted and participated in such expositions, and the increasing number of proposals for future expositions, the national interest requires that Federal action concerning such expositions be given orderly consideration; and

Uniform standards.

(c) such orderly consideration is best achieved by the development of uniform standards, criteria, and procedures to establish the conditions under which the Government hereafter will (A) recognize international expositions proposed to be held in the United States, and (B) take part in such expositions.

FEDERAL RECOGNITION

SEC. 2. (a) Any international exposition proposed to be held in the United States shall be eligible on application from its sponsors to receive the recognition of the Federal Government upon a finding of the President that recognition will be in the national interest. In making such a finding the President shall consider—

(1) a report by the Secretary of Commerce which shall include (A) an evaluation of purposes and reasons for the exposition, and (B) a determination that guaranteed financial and other support has been secured by the exposition from affected State and local governments and from business and civic leadership of the region and others, in amounts sufficient in his judgment to assure the successful development and progress of the exposition;

(2) a report by the Secretary of State that the proposed exposition qualifies for consideration of registration by the Bureau of International Expositions (hereafter referred to as BIE); and

(3) such other evidence as the President may consider to be appropriate.

(b) Upon a finding by the President that an international exposition is eligible for Federal recognition, the President may take such measures recognizing the exposition as he deems proper, including, but not limited to—

(1) presenting of an official request by the United States for registration of the exposition by the BIE;

(2) providing for fulfillment of the requirements of the Convention of November 22, 1928, as amended, relating to international expositions; and

19 UST 5927.

(3) extending invitations, by proclamation or by such other manner he deems proper, to the several States of the Union and to foreign governments to take part in the exposition, provided that he shall not extend such an invitation until he has been notified officially of BIE registration for the exposition.

Report to Congress.

(c) The President shall report his actions under this section promptly to the Congress.

FEDERAL PARTICIPATION

Congressional authorization.

SEC. 3. The Federal Government may participate in an international exposition proposed to be held in the United States only upon the authorization of the Congress. If the President finds that Federal participation is in the national interest, he shall transmit to the Congress his proposal for such participation, which proposal shall include—

(a) evidence that the international exposition has met the criteria for Federal recognition and, pursuant to section 2 of this Act, it has been so recognized;

(b) a statement that the international exposition has been registered by the BIE; and

(c) a plan prepared by the Secretary of Commerce in cooperation with other interested departments and agencies of the Federal Government for Federal participation in the exposition. In developing such a plan, the Secretary shall give due consideration to whether or not the plan should include the construction of a Federal pavilion and, if so, whether or not the Government would have need for a permanent structure in the area of the exposition. In the event such need is established, the Secretary may include in his plan a recommendation that, as a condition of participation, the Government should be deeded a satisfactory site for the Federal pavilion, in fee simple and free of liens or other encumbrances. The Secretary shall seek the advice of the Administrator of the General Services Administration to the extent necessary in carrying out the provisions of this subsection.

ESTABLISHMENT AND PUBLICATION OF STANDARDS AND CRITERIA

SEC. 4. (a) The Secretary of Commerce is hereby authorized and directed to establish and maintain standards, definitions, and criteria which are adequate to carry out the purposes of section 2(a)(1) and section 3(a) of this Act; and

Publication in Federal Register.

(b) Standards, definitions, and criteria established by the Secretary and such revisions in them as he may make from time to time shall be published in the Federal Register.

SEC. 5. The President may withdraw Federal recognition or participation whenever he finds that continuing recognition or participation would be inconsistent with the national interest and with the purposes of this Act.

SEC. 6. Nothing in this Act shall affect or limit the authority of Federal departments and agencies to participate in international expositions or events otherwise authorized by law.

SEC. 7. Section 8 of Public Law 89-685 is hereby repealed. Repeal. 80 Stat. 974. 22 USC 2451a.

SEC. 8. There are authorized to be appropriated such sums, not to exceed $200,000 in any fiscal year, as may be necessary to carry out the purposes of this Act. Appropriation.

Approved May 27, 1970.

LEGISLATIVE HISTORY:

HOUSE REPORT No. 91-979 accompanying H.R. 13171 (Comm. on Foreign Affairs).
SENATE REPORT No. 91-234 (Comm. on Foreign Relations).
CONGRESSIONAL RECORD:
Vol. 115 (1969): June 18, considered and passed Senate.
Vol. 116 (1970): May 4, considered and passed House, amended.
May 13, Senate concurred in House amendment.

9

D.C.

THE WHITE HOUSE

WASHINGTON

November 22, 1976

MEMORANDUM FOR: JIM CONNOR

THROUGH: PHIL BUCHEN P.

FROM: BOBBIE GREENE KILBERG BK

SUBJECT: Cannon memo re: Civil Rights Employment Guidelines

The Counsel's Office agrees that Justice, Labor and Civil Service are acting in good faith in issuing the "testing guidelines". In addition, we believe that the Justice, Labor and Civil Service guidelines are right on the merits and are a more equitable approach than that utilized by EEOC.

In regard to the timing of these guidelines, it is important to note that this is not a new issue and that the Equal Employment Opportunity Coordinating Council has been considering this question for 4 years. It also should be noted that the EEOC Commissioners, while agreeing to oppose the Justice, Labor and Civil Service approach, have not been able to formally agree on the specifics of what is wrong with that approach. After 4 years of Coordinating Council discussion, Attorney General Levi decided to sign the guidelines. The Counsel's Office supports this decision.

THE WHITE HOUSE

ACTION MEMORANDUM WASHINGTON LOG NO.:

Date: November 20 Time:

FOR ACTION: Phil Buchen cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Monday, November 22 Time: 10:00 a.m.

SUBJECT:

Cannon memo (11/19) re: Civil Rights Employment Guidelines

ACTION REQUESTED:

____ For Necessary Action

____ Prepare Agenda and Brief

__XX__ For Your Comments

__X__ For Your Recommendations

____ Draft Reply

____ Draft Remarks

REMARKS:

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

Jim Connor
For the President

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

INFORMATION

November 19, 1976

MEMORANDUM FOR THE PRESIDENT

FROM: Jim Cannon

SUBJECT: Civil Rights Employment Guidelines

This memorandum is to alert you to a potential problem in the civil rights area.

On Tuesday, November 23, the Departments of Justice and Labor and the U. S. Civil Service Commission will publish new guidelines governing the employment practices of Federal, State and local governments and of Federal contractors and subcontractors. Specifically, the guidelines are designed to insure that tests given to prospective employees and other employee selection procedures do not discriminate against minorities and women.

The difficulty is that the new guidelines are perceived by some members of the civil rights community to be less strict than those employed by the Equal Employment Opportunity Commission, which has jurisdiction over private employers. Adoption of the new guidelines may be seen by them as an attempt to undercut the EEOC and a lessening of Federal commitment to equal employment opportunity.

I am convinced that Justice, Labor and Civil Service are acting in good faith and I do not believe it would be appropriate for you to intervene. Nevertheless, I thought you ought to be aware of the problem.

THE WHITE HOUSE

ACTION MEMORANDUM WASHINGTON LOG NO.:

Date: November 24, 1976 Time:

FOR ACTION: cc (for information):

Phil Buchen

FROM THE STAFF SECRETARY

DUE: Date: Monday, November 29 Time: 12 Noon

SUBJECT:

Letter to Huey D. Johnson re Ike's Peak

ACTION REQUESTED:

____ For Necessary Action

____ Prepare Agenda and Brief

X For Your Comments

X For Your Recommendations

____ Draft Reply

____ Draft Remarks

REMARKS:

Please notes comments made by Jim Cannon on this request for a letter re: Ike's Peak. The complete backup file is attached for your review --- it must be returned with your comments.

I emphatically agree with Jim Cannon's recommendation that the President not endorse this project.

P.W.B.

Philip W. Buchen
Counsel to the President

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

Jim Connor
For the President

THE WHITE HOUSE

WASHINGTON

November 24, 1976

MEMORANDUM FOR: JIM CONNOR

FROM: JIM CANNON

SUBJECT: Presidential Endorsement of "Ike's Peak" Project.

I recommend that the President not endorse this project for the reasons outlined in the attached memo. If you wish, I will see that the matter is referred to Secretary Kleppe for handling.

Attachments

THE WHITE HOUSE

WASHINGTON

November 24, 1976

MEMORANDUM TO: JIM CANNON

FROM: GEORGE W. HUMPHREYS

SUBJECT: Presidential Endorsement of "Ike's Peak" Project

The President has been asked to sign a letter in support of an effort to acquire lands around Eisenhower Mountain in California. The Trust for Public Lands (TPL) is attempting to raise $97,000 to purchase the property from the Southern Pacific Railroad.

While the TPL is a solid organization, and the idea of preserving the land is meritorious, I recommend against the President's signing a letter specifically endorsing this project.

My reasons are:

-- To endorse a specific acquisition would set the precedent for other non-profit groups to seek Presidential approval of their pet projects.

-- Presidential endorsement could lead to pressure for public acquisition.

-- The President should be extremely careful in allowing his office to be used as a fund-raising inducement for private organizations, no matter how worthy.

RECOMMENDATION

I recommend the request be sent to Secretary Kleppe for his response. He can indicate the possible help available from the Land and Water Conservation Fund.

November 22, 1976

Dear Mr. Johnson:

It is entirely in keeping with the spirit of our Bicentennial year that we honor President Dwight D. Eisenhower by dedicating "Ike's Peak" as a memorial to him. Our 34th President greatly loved this area of Riverside County, California, and I know how happy he would have been to have seen significant portions of Eisenhower Mountain set aside for the enjoyment of future generations.

I am pleased to be able to offer my support to the efforts of the Trust for Public Land to preserve this most meaningful landscape in its natural condition. You have my best wishes for every success in your endeavors.

Sincerely,

Mr. Huey D. Johnson
President
The Trust for Public Land
82 Second Street
San Francisco, California 94105

GRF:FU:JN:AVH:mgs
cc: Frank Ursomarso, Bob Barrett

THE WHITE HOUSE

WASHINGTON

November 18, 1976

MEMORANDUM FOR: ROLAND ELLIOTT

FROM: FRANK URSOMARSO

The attached is a draft letter which Mr. Johnson and Ms. Ewing requested that the President send to them. It is being sent with the concurrence of Bob Barrett.

Thank you very much.

THE WHITE HOUSE
WASHINGTON
November 16

FOR: FRANK URSOMARSO

FROM: BOB BARRETT

Putt Livermore will be calling you re. the attached information.

The Trust for Public Land

November 10, 1976

Memorandum to the Eisenhower Mountain File from Julian and Sally

RE: Recent Statement Conveyed to the President Ford People in Palm Springs

A rare opportunity exists between now and the end of the year to preserve Eisenhower Mountain in perpetuity as a wildlife preserve and aesthetic resource.

President Ford's leadership in the Republican community can help make this project a reality as a special Bicentennial effort, in part to commemorate our thirty-fourth President and in part to forever preserve a beautiful scenic resourse in the Palm Desert/ Palm Springs area.

The Trust For Public Land, (TPL) a national, non-profit, San Francisco based organization currently holds an option on 1,280 acres including the peak and east slope of Eisenhower Mountain. These parcels were obtained from the Southern Pacific Land Company at 45% of market value. The Trust For Public Land is attempting to raise $97,000 to acquire the property for public ownership, completing a 5,300 acre area preserve dedicated to environmental research and wildlife protection. The Mountain located between the University of California deep-canyon research center and the Living Desert Reserve is also within the proposed boundaries of the Big Horn Sheep Wildlife Refuge. The endangered species of big horn sheep is threatened primarily because of loss of habitat. To acquire this property will be significant as an adjunct to current publicly owned properties creating a large enough area for sheep to survive.

In October of this year, Barbara and John S.D. Eisenhower were present at Palm Desert ceremonies naming "Ike's Peak" the more formal and nationally-recognized Eisenhower Mountain. Following a telephone call from the late President's wife, a public dedication was made of the west slope of the mountain containing a trail which climbs half way towards the peak. The acquisition of the parcels under option will complete the integrity of the mountain property by assuring trail access all the way to the summit.

TPL is convinced that President Ford's endorsement in addition to the existing community support will create the opportunity needed to save Eisenhower Mountain for future generations.

82 Second Street • San Francisco, California 94105 • (415) 495-4014

BACKGROUND INFORMATION

Southern Pacific Railroad currently owns two sections in the Santa Rosa Mountains located roughly between Indian Wells and La Quinta covering 1280 acres and including the peak known as Eisenhower Mountain. Much of this mountain area, which forms a scenic backdrop for several beautiful golf clubs such as El Dorado, La Quinta and Indian Wells, is under federal ownership and is part of a wildlife preserve. A local conservation group currently maintains a trail system in the Eisenhower Mountain area covering some interesting ecological terrain. Unfortunately, Southern Pacific's two sections encompass the heart of the area and although development of the entire parcel is unlikely, certain lower elevations and possibly some upper homesite areas are definitely vulnerable.

Eisenhower Mountain is the critical link in what could be a 5300 acre area dedicated to nature observation, environmental research and wildlife protection. The mountain, located between the University of California Research Center and the Living Desert Reserve (a division of the Palm Springs Desert Museum) is the site of several rare forms of desert vegetation.

While zoning and other activities could certainly hamper any development ideas Southern Pacific might have for Eisenhower Mountain, they are not permanent solutions and thus it is believed that the soundest method for preserving this ecologically sensitive area is for it to become owned by the public or a non-profit group dedicated to its preservation. Southern Pacific has had the property on the market for around $200,000 and appraisals have shown that its development value could reach $225,000.

The Trust for Public Land has negotiated an option with Southern Pacific at a price low enough so that only $97,000 is needed to be raised to cover all the purchase and acquisition costs neccessary to permanently save Eisenhower Mountain. Already, we have recieved a gift of $5,000 from an anonymous Palm Desert donor.

TPL is determined to save Eisenhower Mountain and is going to regard this as a special Bicentennial effort, in part to commemorate our 34th president and in part to forever preserve a beautiful scenic resource in the Palm Desert/Palm Springs area. TPL plans to devote a major section in the next printing of our nationally distributed annual report to this project, particularly to give recognition to the individuals whose gifts make the important Eisenhower Mountain project a reality.

THE WHITE HOUSE

WASHINGTON

December 21, 1976

MEMORANDUM FOR: RICHARD PARSONS

FROM: PHILIP BUCHEN

With this memorandum, I am returning the original letter with attachment which you had included with your memorandum of December 6.

My recommendation is that you write to the sender of the letter after talking with whoever arranged for the invitations to the signing ceremony in question. Hopefully, you can explain how the recipients for such invitations are selected, and can indicate that his organization may be included on the list for possible future invitations.

As for the crass use by the rival association of its souvenirs from the prior signing ceremony, I doubt that we have any remedy or that a plea for restraint would be particularly effective. I suggest you advise Mr. Schwartz that we do not approve of what his competitor has done and do find it objectionable but also believe that the matter is beyond our control.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

December 6, 1976

MEMORANDUM FOR: Phil Buchen

FROM: Dick Parsons

The attached, which is self-explanatory, arrived in my mail this morning. While I cannot pinpoint the reason, I am disturbed by the offering of the American Law Enforcement Officers Association.

May I have your guidance?

American Academy For Professional Law Enforcement
Office of the Secretary
7207 Pershing Avenue
University City, Missouri 63130
727-7563

November 30, 1976

DP

President Gerald Ford
White House
Washington, D.C.

Dear President Ford:

Would you please send me the list of police organizations invited to the White House at the signing of HR 366 called the Public Safety Officers Bill. Our Academy, the only professional law enforcement organization of college graduates for officers and academicians in police work regardless of rank, would appreciate being listed on your list of professional plice organizations.

You might be interested in how one organization is using your event September 29, 1976. I am submitting this as an individual and n on behalf of our Academy.

Sincerely,

Eugene P. Schwartz

Eugene P. Schwartz

A.A.P.L.E. was formed by the merger of the Academy of Police Science [illegible]

AMERICAN LAW ENFORCEMENT OFFICERS ASSOCIATION
4055 PLAZA TOWER • NEW ORLEANS, LA. 70113

☐ Yes, enclosed in $7.50 fc
my pen, photo and copy c
the Public Safety Officer
Bill.

Or

If you join now as a new
member we will send you th
set free. Use the form on the
back of this letter.

[redacted] C9M

IS YOUR NAME, ADDRESS, CORRECT?

Dear Colleague:

At the invitation of the President of the United States, we were represented at the signing of H
366, called PUBLIC SAFETY OFFICERS BILL that provides every law enforcement officer and
fighter with $50,000 in federal death benefits. This was a battle won by **you** and all those men a
women in organizations nation-wide who deserve our thanks.

Obviously, the letters **you** wrote to the Congress had an effect on making this law become a rea
It was a thrilling moment to be included among the police organizations and fire associations at
signing ceremony.

President Ford presented one of the pens used in the signing **to us** and we are having it, along with a photo, and a copy of the H.R. Bill 366, framed and placed in our offices.

ACTUAL PEN

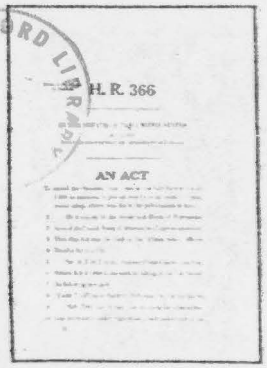
To commemorate this special event we have prepared a commemorative pen that you will want to have, a copy of the official photo, and the Bill, H.R. 366. Reproduced to place in your den or office.

The pen is obviously a facimile of that used and states **"The White House,** Washington, D.C., President Gerald Ford on 29 September 1976, signed the Public Safety Officers Bill H.R. 366." The photo is a reproduction of the **official** White House Photo and a true copy of the Bill about the new benefits.

8x10 PHOTO

You can order this historic set (picture, pen, and the bill) **by ordering a personal or department set** at $7.50 for **all three** items **including mailing and insurance.**

We want to **thank** everyone once again who helped make this event happen and each of us will know that if a brother officer or a fire fighter is killed in the line of duty, $50,000 will be available to his family from the federal government. It does not replace a man's life, but, for many families it will pay off bills and debts and help secure a future education for the children.



COPY OF

Fraternally,

Robert Ferguson
President