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NATIONAL ALLIANCE OF BUSINESSMEN
SHERATON-PARK HOTEL, WASHINGTON, D. C.
1:00 PM, JULY 16, 1974



IT IS A REAL PRIVILEGE FOR ME TO BE WITH YOU TODAY. AS
YOU MAY KNOW, I HAVE BEEN DOING QUITE A LITTLE SPEAKING--HERE IN
WASHINGTON AND IN OTHER CITIES ACROSS THE COUNTRY--DURING THE
PAST FEW MONTHS.

I HAVE FOUND IT REFRESHING AND STIMULATING TO MEET AND
TALK WITH VARIED GROUPS OF PEOPLE IN ALL PARTS OF THE NATION.

BUT IT IS A PARTICULAR PLEASURE FOR ME TO JOIN YOU HERE
TODAY. I HAVE GREAT ADMIRATION FOR VOLUNTEERS WHO ARE WORKING
TO HELP THEIR COMMUNITIES AND OUR NATION.



AND AFTER HEARING MR. ROCKWELL'S REPORT OF PROGRESS BY
THE NATIONAL ALLIANCE OF BUSINESSMEN, I AM DEEPLY IMPRESSED. THE
EXTRAORDINARY IMPACT THE ALLIANCE CONTINUES TO MAKE IN THE AREA
OF "DIFFICULT" EMPLOYMENT IS DRAMATIC TESTIMONY TO THE EFFECTIVENESS
OF VOLUNTARY ACTION.

I SALUTE YOUR ACHIEVEMENTS.



YOUR LETTER INVITATION TO BE YOUR LUNCHEON SPEAKER FOR

THIS OCCASION, STATES:

"THE ALLIANCE IS FACED THIS YEAR WITH A VERY DIFFICULT TASK
AND WE NEED ALL THE HELP WE CAN GET FROM OUR GOVERNMENT PARTNERS
TO MEET THE CHALLENGE".



ALTHOUGH MR. ROCKWELL WAS NOT SPECIFIC ABOUT YOUR DIFFICULTIES,
I WOULD ASSUME HE WAS RESPONDING TO OUR NATION'S INFLATION PROBLEMS,
FEDERAL CUTBACKS IN CERTAIN DOMESTIC PROGRAMS AND THE IMPACT REVENUE
SHARING WILL HAVE ON YOUR MISSION.



FAR BE IT FOR ME TO SUGGEST THAT YOU SHOULD NOT BE CONCERNED.

WE ALL KNOW THAT THINGS ARE NOT THE SAME TODAY AS THEY WERE
IN THE 60'S AND THEY CERTAINLY WON'T BE THE SAME IN THE 80'S AS THEY
ARE TODAY.

NEVERTHELESS, IN SPITE OF ALL THE CHANGE THAT HAS OCCURRED
AND WILL OCCUR, CERTAIN NEEDS AND CERTAIN INSTITUTIONS CONTINUE
TO EXIST, THUS, IN THE FORESEEABLE FUTURE THERE WILL BE UNDER-
PRIVILEGED PEOPLE IN THIS SOCIETY WHO WILL NEED THE SERVICES THAT
THE NATIONAL ALLIANCE OF BUSINESSMEN HAS DEVELOPED THE CAPACITY TO
DELIVER. THEREFORE, I SEE A CONTINUED NEED FOR THIS ORGANIZATION
WELL INTO THE 80'S, IF NOT THROUGH THE REST OF THIS CENTURY.

unusual
^



THUS, I RESPECT YOUR CONCERN OVER NAB'S IMMEDIATE DIFFICULTIES
BUT I WOULD HOPE THAT YOU DO NOT OVER-REACT TO THE EXTENT THAT YOUR
EFFECTIVENESS IS DIMINISHED.



BEFORE WE TURN OUR ATTENTION TO SOME OF THESE NEW PROBLEMS,
LET'S TAKE A QUICK GLANCE AT YOUR CLIENT CONSTITUENCY. LET'S REVIEW
WHAT NAB HAS ACCOMPLISHED IN THEIRS AND THE NATION'S BEHALF DURING
THE SIX YEARS IT HAS BEEN IN EXISTENCE.

NAB'S CONSTITUENCY IS COMPRISED OF THE NATION'S EDUCATIONALLY
HANDICAPPED, AND POVERTY-STRICKEN CITIZENS OF BOTH SEXES, ALL
RACES, COLORS AND RELIGIONS AND NATIONAL ORIGINS FROM ALL REGIONS
OF THE COUNTRY.

YOU ACCEPTED THEM AS YOUR CHARGE AND DEMONSTRATED A
DETERMINED COMMITMENT TO RENDER THEM USEFUL TO THEMSELVES AND
OUR SOCIETY.





AND YOU HAVE COMPILED A TRULY IMPRESSIVE RECORD DURING
THE NAB'S 6-YEAR EXISTENCE---A RECORD OF A MAJOR CONTRIBUTION TO
SOCIETY.

IT IS ESTIMATED THAT YOU HAVE PLACED MORE THAN THREE
MILLION PERSONS IN GAINFUL EMPLOYMENT. THOSE EMPLOYED PERSONS
HAVE EARNED MORE THAN FIVE BILLION DOLLARS IN SALARIES. THOSE
PERSONS YOU HAVE PLACED HAVE PAID MORE THAN 300 MILLION DOLLARS
IN FEDERAL AND STATE TAXES. BY BEING EMPLOYED, THOSE THREE MILLION
WORKERS HAVE REDUCED GOVERNMENT PAYMENTS FOR UNEMPLOYMENT INSURANCE
AND WELFARE BY MORE THAN 1 BILLION 700 MILLION DOLLARS. THE EFFORTS
OF THOSE THREE MILLION EMPLOYED PERSONS HAVE ADDED MORE THAN
9 BILLION DOLLARS TO OUR GROSS NATIONAL PRODUCT.





A TRULY SIGNIFICANT BENEFIT TO OUR NATION.

ALL OF THESE ACHIEVEMENTS WERE ACCOMPLISHED DURING A SERIES
OF ECONOMIC DOWNTURNS AND UPTURNS. ^{For example} AMERICA'S INVOLVEMENT IN THE
SPACE PROGRAM DIMINISHED, LEAVING THOUSANDS OF ENGINEERS AND OTHER
TECHNICAL PEOPLE UNEMPLOYED.

THE NATION'S ARMED INVOLVEMENT IN THE VIETNAM WAR WAS ENDED.



THE IMPACT ON THE DEFENSE INDUSTRY, INCLUDING INDUSTRIAL

EMPLOYEES, AS WELL AS ON THE FEDERAL PAYROLL WAS TREMENDOUS. SOME

2.7 MILLION GI'S AND EMPLOYEES OF DEFENSE-RELATED INDUSTRIES WERE

RELEASED INTO THE CIVILIAN LABOR FORCE.

Military active duty ~~and~~ manpower strengths were reduced to a level below the pre Korean War level.

THERE WAS DISPLACEMENT BECAUSE OF A DOWNTURN IN HOUSING

CONSTRUCTION, COMMERCIAL CONSTRUCTION AND HIGHWAY CONSTRUCTION AS WELL

AS INFLATION IN THE OVERALL CONSTRUCTION INDUSTRY.

CUTBACKS IN THE GREAT SOCIETY PROGRAMS HAD AN IMPACT ON
EMPLOYMENT AS DID WAGE INCREASES RESULTING IN "COST-PUSH" INFLATION.

THE FIRST OF A SERIES OF WAGE AND PRICE ADJUSTMENTS BEGAN
IN AUGUST 1971 AND WAS FOLLOWED BY SUBSEQUENT PHASES OF THE ECONOMIC
STABILIZATION PROGRAMS.



MEANWHILE THE RAILROAD INDUSTRY EXPERIENCED A SERIES OF FINANCIAL PROBLEMS. FOR INSTANCE, RAILROAD EMPLOYMENT FELL FROM AN AVERAGE OF 578,000 IN 1969 TO AN AVERAGE OF 544,000 IN 1971 TO A RECORD LOW OF 520,000 IN 1973.

FINALLY, THE NATION'S ENERGY CRISIS, INCLUDING THOSE LONG GAS STATION LINES THAT NONE OF US IS LIKELY TO FORGET SOON, AFFECTED ALL SEGMENTS OF THE NATION'S ECONOMY.



MY REASON FOR CALLING YOUR ATTENTION TO THE ECONOMIC CONDITIONS THAT EXISTED DURING THE LIFE OF YOUR ORGANIZATION IS TO STRESS THE FACT THAT EVEN UNDER THESE DIFFICULT AND SOMETIMES ADVERSE CIRCUMSTANCES YOU HAVE ACHIEVED YOUR YEARLY OBJECTIVES. YOU HAVE PROVEN DIFFICULT CIRCUMSTANCES NOTWITHSTANDING ~~---~~ THAT YOU HAVE THE TOOLS NECESSARY TO OVERCOME THE NEW PROBLEMS YOU ARE FORCED TO FACE BECAUSE OF INFLATION, DOMESTIC CUTBACKS, ADJUSTMENTS TO REVENUE SHARING AND CHANGES IN THE NATION'S PRIORITIES. THIS IS NOT TO SAY THAT THERE WON'T BE DIFFICULTIES, BUT BECAUSE OF PAST RECORDS, I AM CONFIDENT THAT NAB WILL CLEAR THE HURDLES.



LET ME OFFER ANOTHER REASON FOR MY OPTIMISM ABOUT THE ALLIANCE.

IN GLANCING OVER YOUR 1973 ANNUAL REPORT, IT SEEMS THAT
NAB HAS DEVELOPED MANY OF ITS PROGRAMS WITH THE FUTURE IN MIND. FOR
EXAMPLE, NAB'S PROMOTION OF EMPLOYMENT FOR NEEDY YOUTH, BOTH SUMMER
AND PART-TIME, THROUGHOUT THE SCHOOL YEAR IS WITHOUT A DOUBT A
BADLY NEEDED PROJECT. YOUTH EMPLOYMENT IS THE MOST DIFFICULT
UNEMPLOYMENT PROBLEM OF ALL TO SOLVE.



YOUR CAREER GUIDANCE INSTITUTES, YOUTH MOTIVATION TASK

FORCE AND COLLEGE CLUSTER PROGRAMS ARE ALSO RIGHT ON TARGET.

IN ADDITION, NAB'S SPECIAL EFFORTS TO REACH INDIAN AND SPANISH

SPEAKING AMERICANS AS WELL AS EX-OFFENDERS IS HIGHLY SIGNIFICANT.

THIS IS TRUE NOT ONLY BECAUSE OF THE OPPORTUNITIES THAT THE PRESENT

AND IMMEDIATE FUTURE OFFER, BUT BECAUSE THE AMERICAN WORKFORCE IS

CURRENTLY BEING CHALLENGED BY WORKERS OF COMPETING INDUSTRIAL

NATIONS AS NEVER BEFORE.



LET ME EMPHASIZE THAT POINT.

AS AMERICAN BUSINESSMEN, YOU KNOW THAT DURING AND THROUGHOUT THE FINAL QUARTER OF THIS CENTURY, THIS NATION WILL HAVE TO DEVELOP THE MOST ABLE AND PRODUCTIVE WORKFORCE THIS COUNTRY HAS EVER PRODUCED IF WE ARE TO REMAIN THE INDUSTRIAL LEADER OF THE WORLD.

THIS MEANS WE NEED THE UN-TAPPED SKILLS, TECHNICAL AND PROFESSIONAL ABILITY OF ALL AMERICANS OF SOUND BODY AND MIND, WOMEN AND MINORITIES INCLUDED, IF WE ARE TO STAY AHEAD.



TO SAY IT ANOTHER WAY, SOME LABOR ECONOMISTS HAVE DECLARED
THAT A SKILLED, TECHNICALLY AND PROFESSIONALLY COMPETENT WORKFORCE
IS AN INVALUABLE NATIONAL ASSET. THEY STRESS THE POINT BY
SUGGESTING THAT SUCH A WORKFORCE IS THE PRIME INSTRUMENT OF DEFENSE
IN ECONOMIC, POLITICAL OR MILITARY WARFARE.



THE FINAL QUARTER OF THIS CENTURY HOLDS OUT A MOMENTOUS
CHALLENGE TO THE AMERICAN WORKFORCE AND A TREMENDOUS OPPORTUNITY
FOR ACHIEVEMENT AND ACCOMPLISHMENT. CONSIDER THE NEW FACTORS:

--THE EMERGING SIGNIFICANCE OF THE NATURAL RESOURCES HELD
BY THIRD WORLD COUNTRIES AND NEEDED BY INDUSTRIAL NATIONS;

--COMPETITION FROM FOREIGN NATION WORKFORCES FOR WORLD
AND DOMESTIC MARKETS;



--AND THE CHANGING PROFILE OF THE AMERICAN WORKFORCE

INDICATING THAT MINORITIES AND WOMEN WILL OCCUPY DIFFERING TYPES

OF JOBS AND POSSESS ADDITIONAL PROFESSIONAL AND TECHNICAL

CAPABILITIES. WE HAVE RAISED THE LAST GENERATION OF AMERICANS WHO

WILL FACE LIMITED OPPORTUNITIES TO FULFILL THEMSELVES BECAUSE OF

SEX, RACE, RELIGION AND ETHNIC ORIGIN.



NAB HAS A SIGNIFICANT ROLE TO PLAY DURING THIS FINAL QUARTER
OF THE CENTURY BECAUSE OF THE EXPERTISE, THE SKILL, THE KNOW-HOW
AND THE COMMITMENT THE ALLIANCE PARTICIPANTS HAVE DEVELOPED IN
THE STRUGGLE TO RENDER USEFUL THOSE HANDICAPPED THROUGH NO FAULT
OF THEIR OWN.



BY WORKING SUCCESSFULLY WITH THOSE WHO ARE LEAST LIKELY TO SUCCEED
UNDER NORMAL CIRCUMSTANCES, NAB HAS BECOME ACCUSTOMED TO SURMOUNTING
DIFFICULTIES IN SPITE OF THE HANDICAPS OF THEIR SPECIAL CONSTITUENCY.
NAB PEOPLE HAVE BECOME EXPERTS ON THE BENEFITS OF SPECIAL CONCERNS,
SPECIAL INTERESTS AND SPECIAL EFFORTS IN BEHALF OF THE HANDICAPPED.
THIS ABILITY WILL PROVE INVALUABLE AS WE STRIVE TO MAINTAIN OUR
INDUSTRIAL LEADERSHIP IN A WORLD THAT IS GETTING MORE COMPETITIVE
WITH EACH DAY.





THE NAB HAS BECOME AN ESSENTIAL NATIONAL RESOURCE WITH
RESPECT TO TRAINING, DEVELOPING AND THE UTILIZATION OF THE NATIONS
WORKFORCE.

YOUR RECORD OF ACCOMPLISHMENT SPEAKS FOR ITSELF. THE FACT THAT YOU HAVE GAINED EMPLOYMENT FOR MORE THAN THREE MILLION INDIVIDUALS WHO HAVE ADDED \$9.3 BILLION DOLLARS TO THE NATION'S GROSS NATIONAL PRODUCT IS A MAJOR ACCOMPLISHMENT. IN ADDITION, THE FACT THAT YOU HAVE AN ARMY OF PRODUCTIVE WORKERS BECOMING INCREASINGLY SELF-RELIANT PLUS A HOST OF BUSINESSMEN AND WOMEN WITH ON-THE-FIRING-LINE EXPERIENCES WHO WILL BE ABLE TO MOVE THE NAB PROGRAM FORWARD UNDER REVENUE SHARING AT THE LOCAL AND STATE LEVELS WILL PROVE A GREAT ASSET.



COUPLE THIS WITH AN EMERGING GENERATION OF YOUNG AMERICAN
WORKERS NEEDING WHAT YOU HAVE TO OFFER AND YOU HAVE A PERFECT DEMAND
SITUATION THAT BUSINESSMEN ARE FAMILIAR WITH. FROM WHERE I STAND
THE NATIONAL ALLIANCE OF BUSINESSMEN HAS MADE ITS ORGANIZATION AN
ESSENTIAL FORCE - A VITAL NATIONAL RESOURCE FOR TODAY AND THE FUTURE.
YOU HAVE THE SUPPORT OF THE FEDERAL GOVERNMENT AND WITH THE PROPER
APPROACH WILL EARN THE RESPECT, CONFIDENCE AND SUPPORT OF STATE AND
LOCAL GOVERNMENT.



AS LONG AS YOU CONTINUE TO PRODUCE THE SOLID RESULTS YOU
HAVE ACHIEVED, WHATEVER THE DIFFICULTIES OF INFLATION, ECONOMIC
DOWNTURNS AND ROLLING ADJUSTMENTS, THE NATIONAL ALLIANCE OF
BUSINESSMEN WILL BE AROUND FOR A LONG TIME TO COME.



THANK YOU FOR THE INVITATION AND GOOD LUCK ON YOUR
DELIBERATIONS.

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REMARKS OF VICE PRESIDENT GERALD R. FORD
NATIONAL ALLIANCE OF BUSINESSMEN
SHERATON-PARK HOTEL, WASHINGTON, D.C.
1:00 P.M. JULY 16, 1974

FOR RELEASE ON DELIVERY

It is a real privilege for me to be with you today. As you may know, I have been doing quite a little speaking — here in Washington and in other cities across the country — during the past few months.

I have found it refreshing and stimulating to meet and talk with varied groups of people in all parts of the nation.

But it is a particular pleasure for me to join you here today. I have great admiration for volunteers who are working to help their communities and our nation.

And after hearing Mr. Rockwell's report of progress by the National Alliance of Businessmen, I am deeply impressed. The extraordinary impact the Alliance continues to make in the area of "difficult" employment is dramatic testimony to the effectiveness of voluntary action.

I salute your achievements.

Your letter of invitation to be your luncheon speaker for this occasion, states:

"The Alliance is faced this year with a very difficult task and we need all the help we can get from our government partners to meet the challenge."

Although Mr. Rockwell was not specific about your difficulties, I would assume he was responding to our nation's inflation problems, federal cutbacks in certain domestic programs and the impact revenue sharing will have on your mission.

Far be it for me to suggest that you should not be concerned. We all know that things are not the same today as they were in the 60's and they certainly won't be the same in the 80's as they are today.

Nevertheless, in spite of all the change that has ^{occurred} and will occur, certain needs and certain institutions continue to exist. Thus, in the foreseeable future there will be underprivileged people in this society who will need the services that the National Alliance of Businessmen has developed the capacity to deliver. Therefore, I see a continued need for this organization well into the 80's, if not through the rest of this century.

Thus, I respect your concern over NAB's immediate difficulties but I would hope that you do not over-react to the extent that your effectiveness is diminished.

Before we turn our attention to some of these new problems, let's take a quick glance at your client constituency. Let's review what NAB has accomplished in theirs and the nation's behalf during the six years it has been in existence.

NAB's constituency is comprised of the nation's educationally handicapped, and poverty-stricken citizens of both sexes, all races, colors and religious and national origins from all regions of the country. You accepted them as your charge and demonstrated a determined commitment to render them useful to themselves and our society.

And you have compiled a truly impressive record during the NAB's 6-year existence - a record of a major contribution to society.

It is estimated that you have placed more than three million persons in gainful employment. Those employed persons have earned more than five billion dollars in salaries. Those persons you have placed have paid more than 300 million dollars in federal and state taxes. By being employed, those three million workers have reduced government payments for unemployment insurance and welfare by more than 1 billion 700 million dollars. The efforts of those three million employed persons have added more than nine billion dollars to our Gross National Product.

A truly significant benefit to our nation.

All of these achievements were accomplished during a series of economic downturns and upturns. America's involvement in the space program diminished leaving thousands of engineers and other technical people unemployed. The nation's armed involvement in the vietnam war was ended. The impact on the defense industry including industrial employees as well as on the federal payroll was tremendous. Some 2.7 million GI's and employees of defense-related industries were released into the civilian labor force.

There was displacement because of a downturn in housing construction, commercial construction and highway construction as well as inflation in the overall construction industry.

Cutbacks in the great society programs had an impact on employment as did wage increases resulting in "cost-push" inflation.

The first of a series of wage and price adjustments began in August 1971 and was followed by subsequent phases of the economic stabilization programs.

Meanwhile the railroad industry experienced a series of financial problems. For instance, railroad employment fell from an average of 578,000 in 1969 to an average of 544,000 in 1971 to a record low of 520,000 in 1973.

Finally, the nation's energy crisis including those long gas station lines that none of us is likely to forget soon, affected all segments of the nation's economy.

My reason for calling your attention to the economic conditions that existed during the life of your organization is to stress the fact that even under these difficult and sometimes adverse circumstances you have achieved your yearly objectives. You have proven, difficult circumstances notwithstanding, that you have the tools necessary to overcome the new problems you are forced to face because of inflation, domestic cutbacks, adjustments to revenue sharing and changes in the nation's priorities. This is not to say that there won't be difficulties but because of past records, I am confident that NAB will clear the hurdles.

Let me offer another reason for my optimism about the Alliance.

In glancing over your 1973 Annual Report, it seems that NAB has developed many of its programs with the future in mind. For example, NAB's promotion of employment for needy youth, both summer and part-time, throughout the school year is without a doubt a badly needed project. Youth employment is the most difficult unemployment problem of all to solve. Your career guidance institutes, youth motivation task force and college cluster programs are also right on target. In addition, NAB's special efforts to reach Indian and Spanish-speaking Americans as well as ex-offenders is highly significant. This is true not only because of the opportunities that the present and immediate future offer, but because the American workforce is currently being challenged by workers of competing industrial nations as never before.

Let me emphasize that as American businessmen, you know that during and throughout the final quarter of this century, this nation will have to develop the most able and productive workforce this country has ever produced if we are to remain the industrial leader of the world.

This means we need the un-tapped skills, technical and professional ability of all Americans of sound body and mind, women and minorities included, if we are

to stay ahead.

To say it another way, some labor economists have declared that a skilled, technically and professionally competent workforce is an invaluable national asset. They stress the point by suggesting that such a workforce is the prime instrument of defense in economic, political or military warfare.

The final quarter of this century holds out a momentous challenge to the American workforce and a tremendous opportunity for achievement and accomplishment. Consider the new factors: the emerging significance of the natural resources held by third world countries and needed by industrial nations; competition from foreign nation workforces for world and domestic markets; and the changing profile of the American workforce indicating that minorities and women will occupy different types of jobs and possess additional professional and technical capabilities. We have raised the last generation of Americans who will face limited opportunities to fulfill themselves because of sex, race, religion and ethnic origin.

NAB has a significant role to play during this final quarter of the century because of the expertise, the skill, the know-how and the commitment the Alliance participants have developed in the struggle to render useful those handicapped through no fault of their own. By working successfully with those who are least likely to succeed under normal circumstances, NAB has become accustomed to surmounting difficulties in spite of the handicaps of their special constituency. NAB people have become experts on the benefits of special concerns, special interests and special efforts in behalf of the handicapped. This ability will prove invaluable as we strive to maintain our industrial leadership in a world that is getting more competitive with each day. The NAB has become an essential national resource with respect to training, developing and the utilization of the nation's workforce.

Your record of accomplishment speaks for itself. The fact that you have gained employment for more than three million individuals who have added \$9.3 billion dollars to the nation's Gross National Product is a major accomplishment. In addition, the fact that you have an army of productive workers becoming increasingly self-reliant plus a host of businessmen and women with on-the-firing-line experiences who will be able to move the NAB program forward under revenue sharing at the local and state levels will prove a great asset.

Couple this with an emerging generation of young American workers needing what you have to offer and you have a perfect demand situation that businessmen are

familiar with. From where I stand the National Alliance of Businessmen has made its organization an essential force -- a vital national resource for today and the future. You have the support of the federal government and with the proper approach will earn the respect, confidence and support of state and local government.

As long as you continue to produce the solid results you have achieved whatever the difficulties of inflation, economic downturns and rolling adjustments, the National Alliance of Businessmen will be around for a long time to come.

Thank you for the invitation and good luck on your deliberations.

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REMARKS OF VICE PRESIDENT GERALD R. FORD
TO THE NATIONAL ALLIANCE OF BUSINESSMEN
SHERATON-PARK HOTEL, WASHINGTON, D.C.
1 P. M. July 16, 1974



MAY 1974

FOR RELEASE ON DELIVERY

It is a real privilege for me to be with you today. ~~xxxxxx~~ As you
~~xxxxxx~~
I have been doing ^{quite} a little speaking--here in Washington and ~~in~~
~~xxxxxx~~
in other cities across the country--during the past few months.

~~xxxxxx~~
~~xxxxxx~~
~~xxxxxx~~

I have found it ~~very~~ refreshing and stimulating ~~xxxxxx~~ to
and talk
meet with varied groups of people in all parts of the nation.

But it is a particular pleasure for me to join ~~the~~
~~xxxxxx~~
you here today. I have great admiration for volunteers who are ~~xxxxxx~~
working to help their communities and our nation.

And after hearing Mr. Eockwell's report of progress by the National Alliance
of Businessmen, I am ~~deeply~~ impressed. The extraordinary impact the ~~xxxxxx~~
Alliance continues to make in the area of "difficult" employment is dramatic
testimony to the effectiveness of voluntary action.

~~xxxxxx~~ salute your achievements.



2.

~~INDEPENDENT COMPANIES AND MILLIONS OF JOBS HAVE BEEN FILLED. THAT DOESN'T ADD UP TO WHAT IS BEING THE AVERAGE BUSINESS GROUP I KNOW, BUT I'LL SAY THIS, WITH THE KIND OF RESULTS YOU PRODUCE, I'M MORE THAN PLEASED TO GO ALONG WITH WHATEVER YOU SAY.~~

~~AMONG OTHER THINGS, YOUR LETTER REQUESTING THAT I ACCEPT YOUR INVITATION TO BE YOUR LUNCHEON SPEAKER FOR THIS OCCASION, STATES 'THE FOLLOWING:~~

"THE ALLIANCE IS FACED THIS YEAR WITH A VERY DIFFICULT TASK AND WE NEED ALL THE HELP WE CAN GET FROM OUR GOVERNMENT PARTNERS TO MEET THE CHALLENGE".

ALTHOUGH MR. ROCKWELL WAS NOT SPECIFIC ABOUT YOUR DIFFICULTIES, I WOULD ASSUME HE WAS RESPONDING TO OUR NATION'S INFLATION PROBLEMS, FEDERAL CUTBACKS IN CERTAIN DOMESTIC PROGRAMS AND THE IMPACT REVENUE SHARING WILL HAVE ON YOUR MISSION.

FAR BE IT FOR ME TO SUGGEST THAT YOU SHOULD NOT BE CONCERNED. ~~THIS IS TRUE BECAUSE GENUINE CONCERN INDICATES THE DEPTH OF YOUR COMMITMENT TO YOUR CAUSE.~~

~~FURTHERMORE, THE REVOLUTIONARY FORCES OF CHANGE, TANGIBLE AND INTANGIBLE, THAT ARE AT WORK IN THIS COUNTRY AND ABROAD IS CERTAINLY SOMETHING WE SHOULD ALL BE CONCERNED ABOUT.~~

WE ALL KNOW THAT THINGS ARE NOT THE SAME TODAY AS THEY WERE IN THE 60's AND THEY CERTAINLY WON'T BE THE SAME IN THE 80's AS THEY ARE TODAY.

NEVERTHELESS, IN SPITE OF ALL THE CHANGE THAT ^{occurred} HAS AND WILL OCCUR, CERTAIN NEEDS AND CERTAIN INSTITUTIONS CONTINUE TO EXIST. THUS, IN THE FORSEEABLE FUTURE THERE WILL BE UNDERPRIVILEGED PEOPLE IN THIS SOCIETY WHO WILL NEED THE SERVICES THAT THE NATIONAL ALLIANCE OF BUSINESSMEN ^{HAS} DEVELOPED THE CAPACITY TO DELIVER. THEREFORE,

~~THERE SHOULD BE~~ ^{I SEE} A CONTINUED NEED FOR THIS ORGANIZATION WELL INTO THE 80's, IF NOT ^{through} THE REST OF THIS CENTURY.

THUS, I RESPECT YOUR CONCERN OVER NAB'S IMMEDIATE DIFFICULTIES BUT I WOULD HOPE THAT YOU DO NOT OVER-REACT TO THE EXTENT THAT YOUR EFFECTIVENESS IS DIMINISHED.

NAB'S CONSTITUENCY

SOME OF THESE NEW PROBLEMS

BEFORE WE TURN OUR ATTENTION TO ~~PROBLEMS THAT INFLATION WILL PRESENT~~, LET'S TAKE A QUICK GLANCE AT YOUR CLIENT CONSTITUENCY, ~~OR AS A SOCIAL WORKER WOULD SAY, "YOUR CASE LOAD"~~. LET'S REVIEW ~~ONCE AGAIN~~ WHAT NAB HAS ACCOMPLISHED IN THEIRS AND THE NATION'S BEHALF DURING THE SIX YEARS IT HAS BEEN IN EXISTENCE.



NAB'S CONSTITUENCY IS COMPRISED OF THE NATION'S EDUCATIONALLY HANDICAPPED, AND POVERTY-STRICKEN CITIZENS OF BOTH SEXES, ALL RACES, COLORS AND RELIGIOUS AND NATIONAL ORIGINS FROM ALL REGIONS OF THE COUNTRY. ~~THEY HAVE BEEN REFERRED TO AS ECONOMICALLY DEPRIVED, HARD-CORE UNEMPLOYED, CULTURALLY DIFFERENT, EX-OFFENDERS, UNDERPRIVILEGED AND A HOST OF OTHER DISPARAGING LABELS.~~

~~NEVERTHELESS~~, YOU ACCEPTED THEM AS YOUR CHARGE AND DEMONSTRATED A DETERMINED COMMITMENT TO RENDER THEM USEFUL TO THEMSELVES AND OUR SOCIETY. *INSERT*

THE RECORD SHOWS THAT DURING NAB'S SIX YEAR EXISTENCE, YOU HAVE PLACED MORE THAN 3,000,000 DISADVANTAGED PERSONS, 525,000 VETERANS, 900,000 YOUTH AND 4,000 EX-OFFENDERS IN GAINFUL EMPLOYMENT FOR A GRAND TOTAL OF 3,074,000 INDIVIDUAL PLACEMENTS.

INSERT PAGE THREE

And you have compiled a truly impressive record during the ~~six~~ N. A. B.'s 6-year existence ~~and~~ record of a major contribution to society.

It is estimated that you have ~~provided~~ placed more than three million persons in gainful employment. ~~Those~~ Those employed persons have earned more than ^{Billions} five ~~BILLION~~ dollars in salaries. ~~They~~ Those persons ~~you have placed~~ you have placed have paid more than 300 million dollars in federal and state taxes.

By being employed, those three million workers have REDUCED ⁽¹⁾ government ~~payments~~ ⁽³⁾ contributions to GNP for unemployment insurance and welfare ⁽²⁾ payments by more than 1 Billion 700 million dollars. The efforts of those three million employed persons have added more than 9 Billion dollars to our Gross National Product, ~~and~~

A truly significant ~~economic~~ benefit to our nation.

3.

~~NAB'S CONSTITUENCY~~

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~~NEVERTHELESS~~, YOU ACCEPTED THEM AS YOUR CHARGE AND DEMONSTRATED A DETERMINED COMMITMENT TO RENDER THEM USEFUL TO THEMSELVES AND OUR SOCIETY. *INSERT*

~~THE RECORD SHOWS THAT DURING NAB'S SIX YEAR EXISTENCE, YOU HAVE PLACED AN ESTIMATED 1,575,000 DISADVANTAGED PERSONS: 535,000 VETERANS; 960,000 YOUTH AND 4,000 EX-OFFENDERS IN GAINFUL EMPLOYMENT FOR A GRAND TOTAL OF 3,074,000 INDIVIDUAL PLACEMENTS.~~

THE ESTIMATED AGGREGATE CONTRIBUTION TO SOCIETY THAT HAS RESULTED FROM THE ABOVE ACCOMPLISHMENTS ~~ARE AS FOLLOWS:~~ *IS MOST IMPRESSIVE.* *5 1/3 BILLION DOLLARS IN*

SALARIES EARNED	\$5,370,700,000
<i>263 MILLION DOLLARS PAID IN</i> FEDERAL TAXES PAID	263,500,000
<i>41 MILLION DOLLARS PAID IN</i> STATE SALES TAXES PAID	41,300,000
EXPENDITURES ON GOODS AND SERVICES	3,408,400,000
SAVINGS IN UNEMPLOYMENT INSURANCE	1,378,700,000
SAVINGS ON WELFARE PAYMENTS	430,400,000
CONTRIBUTIONS TO GNP	9,307,400,000

~~NOW BEFORE GOING FURTHER, LETS TAKE A LOOK AT THE NATIONAL ECONOMIC ENVIRONMENT THAT EXISTED WHILE NAB WAS ACHIEVING THESE GOALS.~~

ALL OF THESE ACHIEVEMENTS WERE ACCOMPLISHED DURING

4.



~~THE SEEDS IN INFLATION WERE SOWN ABOUT THE SAME TIME NAB WAS LAUNCHED. SINCE THAT TIME THE NATION HAS WITNESSED A SERIES OF ECONOMIC DOWNTURNS AND UPTURNS. AMERICA'S INVOLVEMENT IN THE SPACE PROGRAM DIMINISHED LEAVING THOUSANDS OF ENGINEERS AND OTHER TECHNICAL PEOPLE UNEMPLOYED. SEATTLE WASHINGTON, ONE OF THE HARDEST HIT AREAS EXPERIENCED A MINOR EXODUS OF TECHNICAL PEOPLE SEEKING EMPLOYMENT ELSEWHERE THUS PUTTING EXTRA STRAINS ON OTHER AREAS OF THE COUNTRY.~~

~~THE NATION'S ^{ARMED} INVOLVEMENT IN THE VIETNAM WAR WAS ALSO ^{ENDED} GREATLY REDUCED AND AMERICA WAS FACED WITH THE FORMIDABLE TASK OF ABSORBING VETERANS INTO THE WORK-FORCE WHILE MAINTAINING ECONOMIC STABILITY. THE IMPACT ON THE DEFENSE INDUSTRY INCLUDING INDUSTRIAL EMPLOYEES AS WELL AS ON THE FEDERAL PAYROLL WAS TREMENDOUS. SOME 2.7 MILLION GI'S AND EMPLOYEES OF DEFENSE-RELATED INDUSTRIES WERE RELEASED INTO THE CIVILIAN LABOR FORCE.~~

THERE WAS DISPLACEMENT BECAUSE OF A DOWNTURN IN HOUSING CONSTRUCTION, COMMERCIAL CONSTRUCTION AND HIGHWAY CONSTRUCTION AS WELL AS INFLATION IN THE OVERALL CONSTRUCTION INDUSTRY.

CUTBACKS IN THE GREAT SOCIETY PROGRAMS HAD AN IMPACT ON EMPLOYMENT AS DID WAGE INCREASES RESULTING IN "COST-PUSH" INFLATION. ~~IN OTHER WORDS PRICES ROSE BECAUSE WAGES ROSE, BECAUSE PRICES ROSE AND ON AND ON.~~

THE FIRST OF A SERIES OF WAGE AND PRICE ADJUSTMENTS BEGAN IN AUGUST 1971 AND WAS FOLLOWED BY SUBSEQUENT PHASES OF THE ECONOMIC STABILIZATION PROGRAMS.

MEANWHILE THE RAILROAD INDUSTRY EXPERIENCED A SERIES OF FINANCIAL PROBLEMS. FOR INSTANCE, RAILROAD EMPLOYE^{MENT}S FELL FROM AN AVERAGE OF 578,000 IN 1969 TO AN AVERAGE OF 544,000 IN 1971 TO A RECORD LOW OF 520,000 IN 1973.

FINALLY, THE NATIONS ENERGY CRISIS INCLUDING THOSE LONG GAS ^{STATION} LINES THAT NONE OF US IS LIKELY TO FORGET SOON, AFFECTED ALL SEGMENTS OF THE NATION'S ECONOMY.

5.

MY REASON FOR CALLING YOUR ATTENTION TO THE ECONOMIC CONDITIONS THAT EXISTED DURING THE LIFE OF YOUR ORGANIZATION IS TO STRESS THE FACT THAT EVEN UNDER THESE DIFFICULT AND SOMETIMES ADVERSE CIRCUMSTANCES YOU HAVE ACHIEVED YOUR YEARLY OBJECTIVES. YOU HAVE PROVEN ^{THE NEW} DIFFICULT CIRCUMSTANCES NOTWITHSTANDING THAT YOU HAVE THE TOOLS NECESSARY TO OVERCOME PROBLEMS YOU ARE FORCED TO FACE BECAUSE OF INFLATION, DOMESTIC CUTBACKS, ADJUSTMENTS TO REVENUE SHARING AND CHANGES IN THE NATION'S PRIORITIES. THIS IS NOT TO SAY THAT THERE WON'T BE DIFFICULTIES BUT BECAUSE OF PAST RECORDS, I AM CONFIDENT THAT NAB WILL CLEAR THE HURDLES.

LET ME OFFER ANOTHER REASON FOR MY OPTIMISM ABOUT THE ALLIANCE.

CURRENT PROGRAMS AND THE FUTURE

IN GLANCING OVER YOUR 1973 ANNUAL REPORT, IT SEEMS THAT NAB HAS DEVELOPED MANY OF ITS PROGRAMS WITH THE FUTURE IN MIND. FOR EXAMPLE, NAB'S PROMOTION OF EMPLOYMENT FOR NEEDY YOUTH, BOTH SUMMER AND PART-TIME, THROUGHOUT THE SCHOOL YEAR IS WITHOUT A DOUBT A BADLY NEEDED PROJECT. YOUTH EMPLOYMENT IS THE MOST DIFFICULT UNEMPLOYMENT PROBLEM OF ALL TO SOLVE. ^{IN FACT,}

~~TEENAGE UNEMPLOYMENT INCREASED THROUGHOUT THE 60s AND THE TREND HAS NOT BEEN REVERSED IN THE 70s. NEVERTHELESS, A SOLUTION MUST BE FOUND BECAUSE TODAY'S YOUTH ARE TOMMORROWS WORKERS. THE ATTITUDES YOUNG PEOPLE ACQUIRE ABOUT WORK AND BEING PRODUCTIVE ARE FORMED DURING ADOLESCENCE. IF YOUNG PEOPLE FAIL TO LEARN THE IMPORTANCE OF POSSESSING A SKILL AND A CLEAR UNDERSTANDING OF ITS VALUE TO THE WORKER, THE EMPLOYER AND THE NATION DURING ADOLESCENCE, IT BECOMES EXTREMELY DIFFICULT TO DEVELOP THE PROPER ATTITUDE ONCE THEY BECOME ADULTS.~~

YOUR CAREER GUIDANCE INSTITUTES, YOUTH MOTIVATION TASK FORCE AND COLLEGE CLUSTER PROGRAMS ARE ^{ALSO} ~~ALSO~~ RIGHT ON TARGET. IN ADDITION, NAB'S SPECIAL EFFORTS TO REACH INDIAN AND SPANISH SPEAKING AMERICANS AS WELL AS EX-OFFENDERS IS HIGHLY SIGNIFICANT. THIS IS TRUE NOT ONLY BECAUSE OF THE OPPORTUNITIES THAT THE PRESENT



6.

484/6664?

RH tied up till 4PM
assumed to be asleep

AND IMMEDIATE FUTURE OFFER, BUT BECAUSE THE AMERICAN WORKFORCE IS CURRENTLY BEING CHALLENGED BY WORKERS OF COMPETING INDUSTRIAL NATIONS AS NEVER BEFORE.

EMPHASIZE THIS

LET ME DWELL ON THIS POINT FOR A MOMENT. THE 1943 NAB ANNUAL REPORT STATED THAT, "THE ALLIANCE'S YOUTH PROGRAM CAN INSURE THAT THE PRESENT GENERATION OF YOUNG PEOPLE WILL BE THE LAST TO SEE SOME OF ITS MEMBERS DENIED OPPORTUNITY TO FIND DECENT JOBS AND HAVE PRODUCTIVE CAREERS THROUGH NO FAULT OF THEIR OWN".

AS AMERICAN BUSINESSMEN, YOU KNOW THAT DURING AND THROUGHOUT THE FINAL QUARTER OF THIS CENTURY, THIS NATION WILL HAVE TO DEVELOP THE MOST ABLE AND PRODUCTIVE WORKFORCE THIS COUNTRY HAS EVER PRODUCED IF WE ARE TO REMAIN THE INDUSTRIAL LEADER OF THE WORLD.



THIS MEANS WE NEED THE UN-TAPPED SKILLS, TECHNICAL AND PROFESSIONAL ABILITY OF ALL AMERICANS OF SOUND BODY AND MIND, WOMEN AND MINORITIES INCLUDED, IF WE ARE TO STAY AHEAD OF THE PACK.

TO SAY IT ANOTHER WAY, SOME LABOR ECONOMISTS HAVE DECLARED THAT INDUSTRIAL NATIONS ARE ENTERING THE "AGE OF HUMAN RESOURCE". THEY ASSERT THAT A SKILLED, TECHNICALLY AND PROFESSIONALLY COMPETENT WORKFORCE IS AN INVALUABLE NATIONAL ASSET. THEY STRESS THE POINT BY SUGGESTING THAT SUCH A WORKFORCE IS THE MEANS THROUGH WHICH A NATION CAN TAKE THE OFFENSE WHEN AN OPPORTUNITY PRESENTS ITSELF OR BE THE PRIME INSTRUMENT OF DEFENSE IN ECONOMIC, POLITICAL OR MILITARY WARFARE.

THE FINAL QUARTER OF THIS CENTURY HOLDS OUT A MOMENTOUS CHALLENGE TO THE AMERICAN WORKFORCE AND A TREMENDOUS OPPORTUNITY FOR ACHIEVEMENT AND ACCOMPLISHMENT.

CONSIDER THE NEW FACTORS! (indent w/dashes)
BECAUSE OF A SHIFT IN WORLD ECONOMIC POWER AND THE EMERGING SIGNIFICANCE OF THE

NATURAL RESOURCES HELD BY THIRD WORLD COUNTRIES AND NEEDED BY INDUSTRIAL NATIONS;

-- ALSO COMPETITION FROM FOREIGN NATIONS WORKFORCES FOR WORLD AND DOMESTIC MARKETS;

-- AND THE CHANGING PROFILE OF THE AMERICAN WORKFORCE INDICATING THAT MINORITIES AND WOMEN WILL OCCUPY DIFFERENT TYPES OF JOBS AND POSSESS ADDITIONAL PROFESSIONAL

AND TECHNICAL CAPABILITIES, WILL OFFER ADDITIONAL CHALLENGE. WE HAVE RAISED THE

7.

LAST GENERATION OF AMERICANS WHO WILL FACE LIMITED OPPORTUNITIES TO FULFILL THEMSELVES BECAUSE OF SEX, RACE, RELIGION AND ETHNIC ORIGIN.

NAB HAS A SIGNIFICANT ROLE TO PLAY DURING THIS FINAL QUARTER OF THE CENTURY BECAUSE OF THE EXPERTISE, THE SKILL, THE KNOW-HOW AND THE COMMITMENT ^{THE} ALLIANCE PARTICIPANTS HAVE DEVELOPED IN ~~THE~~ ^{THE} STRUGGLE TO RENDER USEFUL THOSE HANDICAPPED THROUGH NO FAULT OF THEIR OWN. BY WORKING SUCCESSFULLY WITH THOSE WHO ARE LEAST LIKELY TO SUCCEED UNDER NORMAL CIRCUMSTANCES, NAB HAS BECOME ACCUSTOMED TO SURMOUNTING DIFFICULTIES IN SPITE OF THE HANDICAPS OF THEIR SPECIAL CONSTITUENCY. NAB PEOPLE HAVE BECOME EXPERTS ON THE BENEFITS OF SPECIAL CONCERNS, SPECIAL INTERESTS AND SPECIAL EFFORTS IN BEHALF OF THE HANDICAPPED. THIS ABILITY WILL PROVE INVALUABLE AS WE STRIVE TO MAINTAIN OUR INDUSTRIAL LEADERSHIP IN A WORLD THAT IS GETTING MORE COMPETITIVE WITH EACH DAY.

WHY IS NAB'S ROLE SO IMPORTANT?

1. BECAUSE NAB HAS A PROVEN RECORD OF ACCOMPLISHMENTS.

2. BECAUSE THE EXPERIMENTAL AND DEMONSTRATION PHASE IS OVER AND THE ALLIANCE HAS DEVELOPED THE WORKING KNOWLEDGE AND THE KNOW HOW AND HAVE THE COMMITMENT TO GET THE JOB DONE.

3. BECAUSE OF THE UNIQUENESS OF THE FORCES WORKING TOGETHER WITH THE ALLIANCE TO ACCOMPLISH THE MISSION: BUSINESS, GOVERNMENT, LABOR AND EDUCATION. AMERICA HAS BEEN TRYING TO GET THESE FORCES WORKING TOGETHER IN A COMMON CAUSE WITH REFERENCE TO THE DEVELOPMENT AND UTILIZATION OF THE NATION'S HUMAN RESOURCES SINCE THE COUNTRY BECAME AN INDUSTRIAL NATION.

4. FINALLY, BECAUSE ALL OF THESE THINGS COMBINED MEANS THAT THE NAB IS AN ESSENTIAL NATIONAL RESOURCE WITH RESPECT TO TRAINING, DEVELOPING AND THE UTILIZATION OF THE NATIONS WORKFORCE.



THE NAB HAS

BECOME AN

8.

CONCLUSION

WITH RESPECT TO THE FEDERAL GOVERNMENT, YOUR RECORD OF ACCOMPLISHMENT SPEAKS FOR ITSELF. THE FACT THAT YOU HAVE GAINED EMPLOYMENT FOR MORE THAN THREE MILLIONS INDIVIDUALS WHO HAVE ADDED \$9.3 BILLION DOLLARS TO THE NATION'S GROSS NATIONAL PRODUCT IS ~~NO MEAN~~ ^{A MAJOR} ACCOMPLISHMENT. IN ADDITION, THE FACT THAT YOU HAVE AN ARMY OF PRODUCTIVE WORKERS BECOMING INCREASINGLY SELF-RELIANT PLUS A HOST OF BUSINESSMEN AND WOMEN WITH ON-THE-FIRING-LINE EXPERIENCES WHO WILL BE ABLE TO MOVE THE NAB PROGRAM FORWARD UNDER REVENUE SHARING AT THE LOCAL AND STATE LEVELS WILL PROVE ~~TO BE AN~~ ^{A GREAT} ASSET.

COUPLE THIS WITH AN EMERGING GENERATION OF YOUNG AMERICAN WORKERS NEEDING WHAT YOU HAVE TO OFFER AND YOU HAVE A PERFECT DEMAND SITUATION THAT BUSINESSMEN ARE FAMILIAR WITH. FROM WHERE I STAND THE NATIONAL ALLIANCE OF BUSINESSMEN HAS MADE ITS ORGANIZATION AN ESSENTIAL FORCE - A VITAL NATIONAL RESOURCE FOR TODAY AND THE FUTURE. YOU HAVE THE SUPPORT OF THE FEDERAL GOVERNMENT AND WITH THE PROPER APPROACH WILL EARN THE RESPECT, CONFIDENCE AND SUPPORT OF STATE AND LOCAL GOVERNMENT.

~~WHAT EVER~~ AS LONG AS YOU CONTINUE TO PRODUCE THE SOLID RESULTS YOU HAVE ACHIEVED ~~NOTWITHSTANDING~~ THE DIFFICULTIES OF INFLATION, ECONOMIC DOWNTURNS AND ROLLING ADJUSTMENTS, THE NATIONAL ALLIANCE OF BUSINESSMEN WILL BE AROUND FOR A LONG TIME TO COME.

THANK YOU FOR THE INVITATION AND GOOD LUCK ON YOUR DELIBERATIONS.

