

The original documents are located in Box 10, folder “Consumer Consumer Protection Agency - Administration Plan (2)” of the John Marsh Files at the Gerald R. Ford Presidential Library.

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MAR 27 1975

THE WHITE HOUSE

WASHINGTON

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March 27, 1975

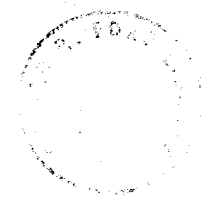
MEMORANDUM FOR : DONALD RUMSFELD
FROM : JIM CANNON
SUBJECT : Consumer Protection

My understanding of the President's private position is:

He does not like the Senate Bill S.200, but he has asked the Domestic Council to talk with each Cabinet Member and come up with alternatives before he takes a public position on the issue.

It is my feeling that this is a position we should sustain until the Domestic Council can get back to him with alternatives.

cc: Jack Marsh ✓
Bill Barody



THE WHITE HOUSE

WASHINGTON

ACTION

March 31, 1975

MEMORANDUM FOR: THE PRESIDENT
FROM: JIM CANNON
SUBJECT: ADMINISTRATION CONSUMER POLICIES

The following presents for your approval the plan you requested on the Administration's consumer policies. It's been drawn up in accordance with your objectives to stop Consumer Protection Agency legislation -- if possible -- and to be well positioned publicly if a veto of such legislation is necessary.

Background: Your Position on Consumer Protection Agency Proposals

Your overall consumer objective, as we understand it, is to demonstrate that consumer concerns can be well handled and represented within existing Government structures. It's your philosophy that the natural business of Government is to represent the public interest which is, in fact, synonymous with the consumer interest.

If this representation needs improvement -- and you believe it does -- you think that we should reform current Government structures by executive, legislative, or administrative action.

Because of this philosophy you decided not to support any proposal for an independent consumer protection agency and to indicate that you would veto such legislation if passed by the Congress.

Your Position on Regulatory Reform

As you feel that the crux of the consumer problem lies with our independent regulatory agencies, you have proposed that a Regulatory Review Commission be established to review our



network of independent regulatory agencies. Particular attention would be paid to the effect of these agencies upon consumers and the extent of consumer representation in their decision making.

Alternatives to CPA

In response to your request at last week's Cabinet meeting to work with the Cabinet in developing alternatives to S.200 and other proposed consumer legislation, I have talked with each Cabinet member and requested that he or she reply to the following questions:

1. What specific problems does this bill which would create a new agency for consumer advocacy present to your department?
2. What specific efforts are you making now to better represent the consumer in your department's decisions and activities?
3. What additional efforts could you take to better represent the consumer in your department's decisions and activities?
4. What regulatory reforms would you suggest to assist the consumer?

The responses from the Cabinet officers are attached at Tab A. Several general points can be immediately made about their input:

1. It's the view of each department that S.200 would grossly interfere with the efficient conduct of that department's business.
2. Each department in its own way has been taking specific steps to represent the consumer. Your Administration is doing more than is generally realized.
3. Current efforts to represent consumers can vary greatly among departments. Some are doing much more than others. All can do better.



4. Those departments which indicated the greatest awareness of consumer concerns have consumer affairs advisors or an Office for Consumer Affairs.
5. The most important way to improve consumer representation is regulatory reform both of the regulatory agencies and of the executive branch departments.

Recommendations

In view of your position on establishing a Consumer Protection Agency and the Cabinet's suggestions for alternative actions, we recommend that you follow the plan below:

1. Executive Branch Action

- . Discuss consumer policies at the next Cabinet meeting. Remind each Cabinet member of the problems they found with S.200. Point out that to stop that legislation each has a responsibility to speak out against a CPA and to put their own houses in order by improving and publicizing their consumer representation efforts.
- . Tell the Cabinet you are determined to prove that consumer representation can be adequately handled by their existing departments. Therefore, you expect them all to do a better job in this area than they now are.
- . Ask each Cabinet officer to meet with Mrs. Knauer to discuss how to develop best an adequate internal structure to provide consideration of consumer views. A lack of such mechanisms appears to be the greatest single weakness in most departments. Where a sufficient structure is already in place, the Cabinet officer should discuss with Mrs. Knauer how to make it function more effectively.
- . Swear-In New Members of the National Consumer Advisory Council at the White House. This would provide an opportunity to highlight further your consumer policies and to discuss your concerns directly with these national consumer leaders.

2. Regulatory Reform Action

- . Meet with members of the independent regulatory agencies to seek their suggestions and to discuss with them ways to make immediate improvements in the regulatory process.
- . Send a special message to the Congress on Regulatory Reform. Reiterate your support for a Regulatory Review Commission, review your pending reform proposals for financial institutions and fair trade laws and submit new reform initiatives.

3. Other Actions

- . Communicate your position on a consumer protection agency to Congress. We recommend you send a letter; a draft letter and other options follow.
- . Plan to discuss your consumer policies in a speech before a major forum.

Decision

1. So that we can most accurately carry out your consumer policies, we have restated below previously considered options for alternatives to S.200.
 - A. Encourage each executive department to establish better mechanisms for considering consumer views, ^{such as} ~~and to~~ designating an individual responsible for consumer affairs.

_____ AGREE _____ DISAGREE
 - B. Expand Virginia Knauer's Office of Consumer Affairs and move it into the White House.

_____ AGREE _____ DISAGREE
 - C. By Executive order establish an Office of Consumer Affairs in each department.

_____ AGREE _____ DISAGREE

2. To communicate your consumer position, we've prepared a Presidential letter at Tab B. It would be sent to the Chairmen and ranking minority members of the House and Senate Government Operations Committees. It states your consumer policies and objectives and your opposition to S.200 as we currently understand them.

A. Decision on Whether to Send a Presidential Letter

- _____ 1. Send Presidential letter to Congressional Committees. Threaten veto of any CPA legislation and present Administration alternatives.

Pro: Would not only make clear your position on S.200 but would also publicize your consumer initiatives at the same time.

Con: Could be a red flag to Congress and preclude any possibility of compromise.

- _____ 2. Don't send a Presidential letter but communicate position by:

- _____ a. Max Friedersdorf verbally.
_____ b. Ron Nessen through press briefings.
_____ c. Both Friedersdorf and Nessen.

Pro: Would make our position known without unnecessary confrontation with Congress.

Con: These means would not publicize your position as fully and could alienate some conservative Congressional members who expect a Presidential denunciation of a CPA.

B. Decision on Draft Letter at Tab B

If you decide to send a letter to the Hill, we recommend you approve the letter at Tab B.

_____ AGREE

_____ DISAGREE

THE WHITE HOUSE

WASHINGTON

March 31, 1975

Dear (_____):

In the interest of protecting the American consumer, I have directed the Cabinet, in coordination with the Domestic Council, to review executive department procedures to make certain that consumer interests receive full consideration in all Government actions.

To be frank, I recognize the legitimate public and Congressional concerns that the interests of consumers have not always been adequately considered by Federal departments and agencies. This must be changed. Therefore I have asked each member of the Cabinet to examine the specific efforts he is making now to represent the consumer in his department's decisions and activities and to work with Virginia Knauer, my Special Assistant for Consumer Affairs, in instituting additional efforts his department could undertake to better represent consumer interests.

In examining their present procedures and in establishing new ones, the Cabinet will follow these guidelines:

- . All consumer interests should receive a fair chance for a hearing in the Government decision-making process; and

- . The costs and administrative requirements of Federal rules and regulations on the private sector should be held to a minimum.

Regulatory reform is one of the most important vehicles for improving consumer protection. Outdated regulatory practices lead to higher prices and reduced services. I urge the Congress to pass a number of specific legislative proposals in this regard, including the bill I submitted in January to establish a Regulatory Review Commission. I have also requested the Congress to repeal outdated Fair Trade laws which raise prices and to reform many of the existing banking laws which penalize small savers. I will soon request legislation to overhaul our system of transportation regulation to allow freer competition, improve services, and lower prices.

I am also asking the chairmen and members of the independent regulatory agencies to meet with me. I intend to ask for their suggestions and to discuss with them ways they can make immediate improvements in the regulatory process. I am determined that the public will receive the most efficient and effective public service at the least cost.

In view of the steps that are being taken by the executive department to make Government-wide improvements in the quality

of service to the consumer, I am requesting that the Congress postpone further action on S.200, which would create a new Federal agency for consumer advocacy.

I do not believe that we need yet another Federal bureaucracy in Washington, with its attendant costs of \$60 million for the first three years and hundreds of additional Federal employees, in order to achieve better consumer representation and protection in Government. At a time when we are trying to cut down on both the size and the cost of Government, it would be unsound to add another layer of bureaucracy instead of improving the underlying structure.

Although the purpose of this new Federal agency would be to protect the consumers, the practical effect could well be to raise costs and prices to consumers.

It is my conviction that the best way to protect the consumer is to improve the existing institutions of Government, not to add more Government.

I look forward to working with you, the members of your Committee, and the Congress in advancing the interests of all consumers within our existing departments and agencies.

APR 16 1975

THE WHITE HOUSE
WASHINGTON



April 15, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JIM CANNON
FROM: JERRY H. JONES
SUBJECT: Administration Consumer Policies

Your memorandum to the President of April 8 on the above subject has been reviewed and the following decisions were made:

1. Executive Action:

- a. By Executive order, expand Mrs. Virginia Knauer's Office of Consumer Affairs and authorize her to formally comment in all rule-making proceedings affecting consumer interests. Disagree.
- b. By Executive order, establish in each executive department a consumer representative. Disagree.
- c. Ask each department and agency head to meet with Mrs. Knauer to discuss how to develop best an adequate internal structure to provide consideration of consumer views. Agree.
- d. Discuss consumer policies at the next Cabinet meeting. Agree.
- e. Tell the Cabinet you are determined to prove that consumer representation can be adequately handled by their existing departments. Agree.
- f. Swear in new members of the National Consumer Advisory Council at the White House. Agree.



2. Regulatory Reform Action:

- a. Meet with members of the independent regulatory agencies to seek their suggestions and to discuss with them ways to make immediate improvements in the regulatory process. Agree.
- b. Send a special message to the Congress on regulatory reform. Disagree.

3. Other Actions:

- a. Communicate your position on a Consumer Protection Agency by letters to the Chairmen and ranking minority members of the House and Senate Government Operations Committees. Agree.
- b. Plan to discuss your consumer policies in a speech before a major forum. No decision was indicated and a question mark was noted in the left margin next to this option.

Please follow-up with the appropriate action.

Thank you.

cc: Don Rumsfeld
Bill Baroody
Jim Lynn
Bill Seidman
~~Jack Marsh~~
Ken Lazarus



APRIL 17, 1975

Office of the White House Press Secretary

THE WHITE HOUSE**TEXT OF A LETTER FROM THE PRESIDENT
TO THREE MEMBERS OF CONGRESS**

April 17, 1975

Dear Mr. Chairman:

In the interest of protecting the American consumer, I am directing department and agency heads, in coordination with the Domestic Council, to review Executive branch procedures to make certain that consumer interests receive full consideration in all Government actions.

To be frank, I recognize the legitimate public and Congressional concerns that departments and agencies be more responsive to the interests of consumers. This must be changed. Therefore, I am asking agency heads to examine the specific efforts they are making now to represent the consumer in their agencies' decisions and activities and to work with Virginia Knauer, my Special Assistant for Consumer Affairs, in instituting additional efforts which the agencies can undertake to better represent consumer interests.

In examining their present procedures and in establishing new ones, department and agency heads will follow these guidelines:

All consumer interests should receive a fair chance to be heard in the Government decision making process; and

The costs and administrative requirements of Federal rules and regulations on the private sector should be held to a minimum.

Regulatory reform is one of the most important vehicles for improving consumer protection. Outdated regulatory practices lead to higher prices and reduced services. I urge the Congress to enact a number of specific legislative proposals in this regard, including the bill I submitted in January to establish a Regulatory Review Commission. I renew my request to the Congress to repeal outdated fair trade laws which raise prices and to reform many of the existing banking laws and regulations which penalize small savers. I will soon request legislation to overhaul our system of transportation regulation to allow freer competition, improved services, and lower prices.

I also intend to ask the chairmen and members of the independent regulatory agencies to meet with me to discuss ways they can make immediate improvements in the regulatory process. I am determined that the public will receive the most efficient and effective public service at the least cost.

In view of the steps that are being taken by the Executive department to make Government-wide improvements in the quality of service to the consumer, I am requesting that the Congress postpone further action on S. 200, which would create a new Federal Agency for Consumer Advocacy.

more

I do not believe that we need yet another Federal bureaucracy in Washington, with its attendant costs of \$60 million for the first three years and hundreds of additional Federal employees, in order to achieve better consumer representation and protection in Government. At a time when we are trying to cut down on both the size and the cost of Government, it would be unsound to add another layer of bureaucracy instead of improving the underlying structure.

It is my conviction that the best way to protect the consumer is to improve the existing institutions of Government, not to add more Government.

I look forward to working with you, the members of your Committee, and the Congress in advancing the interests of all consumers within our existing departments and agencies.

Sincerely,

GERALD R. FORD

The Honorable Abraham A. Ribicoff
Chairman
Senate Government Operations Committee
United States Senate
Washington, D.C. 20510

The Honorable Jack Brooks
Chairman
House Government Operations Committee
House of Representatives
Washington, D.C. 20515

The Honorable Harley O. Staggers
Chairman
House Interstate and Foreign Commerce Committee
House of Representatives
Washington, D.C. 20515

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April 17, 1975

Dear Mr. Chairman:

In the interest of protecting the American consumer, I am directing department and agency heads, in coordination with the Domestic Council, to review Executive branch procedures to make certain that consumer interests receive full consideration in all Government actions.

To be frank, I recognize the legitimate public and Congressional concerns that departments and agencies be more responsive to the interests of consumers. This must be changed. Therefore, I am asking agency heads to examine the specific efforts they are making now to represent the consumer in their agencies' decisions and activities and to work with Virginia Knauer, my Special Assistant for Consumer Affairs, in instituting additional efforts which the agencies can undertake to better represent consumer interests.

In examining their present procedures and in establishing new ones, department and agency heads will follow these guidelines:

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regulations which penalize small savers. I will soon request legislation to overhaul our system of transportation regulation to allow freer competition, improved services, and lower prices.

I also intend to ask the chairmen and members of the independent regulatory agencies to meet with me to discuss ways they can make immediate improvements in the regulatory process. I am determined that the public will receive the most efficient and effective public service at the least cost.

In view of the steps that are being taken by the Executive department to make Government-wide improvements in the quality of service to the consumer, I am requesting that the Congress postpone further action on S. 200, which would create a new Federal Agency for Consumer Advocacy.

I do not believe that we need yet another Federal bureaucracy in Washington, with its attendant costs of \$60 million for the first three years and hundreds of additional Federal employees, in order to achieve better consumer representation and protection in Government. At a time when we are trying to cut down on both the size and the cost of Government, it would be unsound to add another layer of bureaucracy instead of improving the underlying structure.

It is my conviction that the best way to protect the consumer is to improve the existing institutions of Government, not to add more Government.

I look forward to working with you, the members of your Committee, and the Congress in advancing the interests of all consumers within our existing departments and agencies.

Sincerely,

The Honorable Abraham A. Ribicoff
Chairman
Senate Government Operations Committee
United States Senate
Washington, D.C. 20510

GRF:JC:plr

cc: Senator Charles H. Percy



April 17, 1975

Dear Mr. Chairman:

In the interest of protecting the American consumer, I am directing department and agency heads, in coordination with the Domestic Council, to review Executive branch procedures to make certain that consumer interests receive full consideration in all Government actions.

To be frank, I recognize the legitimate public and Congressional concerns that departments and agencies be more responsive to the interests of consumers. This must be changed. Therefore, I am asking agency heads to examine the specific efforts they are making now to represent the consumer in their agencies' decisions and activities and to work with Virginia Knauer, my Special Assistant for Consumer Affairs, in instituting additional efforts which the agencies can undertake to better represent consumer interests.

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In view of the steps that are being taken by the Executive department to make Government-wide improvements in the quality of service to the consumer, I am requesting that the Congress postpone further action on S. 200, which would create a new Federal Agency for Consumer Advocacy.

I do not believe that we need yet another Federal bureaucracy in Washington, with its attendant costs of \$60 million for the first three years and hundreds of additional Federal employees, in order to achieve better consumer representation and protection in Government. At a time when we are trying to cut down on both the size and the cost of Government, it would be unwise to add another layer of bureaucracy instead of improving the underlying structure.

It is my conviction that the best way to protect the consumer is to improve the existing institutions of Government, not to add more Government.

I look forward to working with you, the members of your Committee, and the Congress in advancing the interests of all consumers within our existing departments and agencies.

Sincerely,

The Honorable Jack Brooks
Chairman
House Government Operations Committee
House of Representatives
Washington, D.C. 20515

GRF:JC:plc
cc. Congressman Frank Horton



April 17, 1975

Dear Mr. Chairman:

In the interest of protecting the American consumer, I am directing department and agency heads, in coordination with the Domestic Council, to review Executive branch procedures to make certain that consumer interests receive full consideration in all Government actions.

To be frank, I recognize the legitimate public and Congressional concerns that departments and agencies be more responsive to the interests of consumers. This must be changed. Therefore, I am asking agency heads to examine the specific efforts they are making now to represent the consumer in their agencies' decisions and activities and to work with Virginia Knauer, my Special Assistant for Consumer Affairs, in instituting additional efforts which the agencies can undertake to better represent consumer interests.

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I also intend to ask the chairmen and members of the independent regulatory agencies to meet with me to discuss ways they can make immediate improvements in the regulatory process. I am determined that the public will receive the most efficient and effective public service at the least cost.

In view of the steps that are being taken by the Executive department to make Government-wide improvements in the quality of service to the consumer, I am requesting that the Congress postpone further action on S. 209, which would create a new Federal Agency for Consumer Advocacy.

I do not believe that we need yet another Federal bureaucracy in Washington, with its attendant costs of \$60 million for the first three years and hundreds of additional Federal employees, in order to achieve better consumer representation and protection in Government. At a time when we are trying to cut down on both the size and the cost of Government, it would be unsound to add another layer of bureaucracy instead of improving the underlying structure.

It is my conviction that the best way to protect the consumer is to improve the existing institutions of Government, not to add more Government.

I look forward to working with you, the members of your Committee, and the Congress in advancing the interests of all consumers within our existing departments and agencies.

Sincerely,

The Honorable Harley O. Staggers
Chairman
House Interstate and Foreign
Commerce Committee
House of Representatives
Washington, D.C. 20515

GRF:JC:plr

cc: Congressman Samuel L. Devine



NOV 14 1975

THE WHITE HOUSE

WASHINGTON

November 13, 1975

MEMORANDUM FOR RUSSELL E. TRAIN

FROM: WILLIAM J. BAROODY, JR.

RE: White House Conferences on Consumer Representation

In accordance with the President's statement of November 4, 1975 (Tab A), concerning the publication of the various Consumer Representation Plans for each Executive Branch department and agency, the White House Office of Public Liaison has accepted the overall responsibility for coordinating the President's initiative to reach into at least ten U.S. cities "to explain how these plans work and seek suggestions and ideas for ways to make the departments and agencies of the Federal government more effective and responsive to public concern."

In order to facilitate this directive, the Office of Public Liaison, working closely with OMB and OCA, will direct public meetings in ten cities. I would hope that each Cabinet official and agency head would familiarize himself with the Consumer Representation Plan for his or her agency and the overall tone of the President's intent to make the consumer's voice heard within the government. The President considers this initiative to be of a priority nature and it is his intent that the American consumer understand his involvement as a part of the governmental decision making process.

Since you will not be asked to personally attend each conference, we ask that you designate an Assistant Secretary to speak in your agency's behalf in each of the cities in which your agency will be directly involved.

In order to make this effort a success, it is essential that a member of the Cabinet or an agency head represent the Administration and chair the morning session (Tab B) of the White House Conference on Consumer Representation (Tab C). Therefore, I would like you to consider chairing:

Houston Conference
Wednesday, January 21, 1976

I would appreciate your checking your schedule and confirming your participation with me no later than Monday, November 17. If you have any questions, please call me.

John Shlaes, a member of my staff and Director of White House Conferences, will have overall responsibility for coordination of these meetings. He and S. John Byington, Deputy Special Assistant to the President for Consumer Affairs, have already been in contact with your staff relevant to the publication of your plan and the conduct of these conferences.

The ten cities have been broken down into three sections with each agency directly participating in four conferences--the last of which will be in Washington, D.C., in February. The overall schedule is attached (Tab D).

Office of Public Liaison planning teams have already begun to check into accommodations, private sector participation, and other aspects concerning each conference, and will be calling on each of your offices for technical assistance where available in each city. Doug Lee will be coordinating press activities and will be in touch with your Public Information Officers.

I would like to again reiterate the President's personal commitment to these meetings and his desire to see them become a success. If you need any other information, please call me or John Shlaes at the White House.

cc Richard B. Cheney
James E. Connor
Max L. Friedersdorf
James T. Lynn
John O. Marsh, Jr.
Ronald H. Nessen



NOVEMBER 4, 1975

Office of the White House Press Secretary

A

THE WHITE HOUSE

STATEMENT BY THE PRESIDENT

This morning I received an interim report from Virginia Knauer and Jim Lynn on the status of the Departmental Consumer Representation Plans. I am pleased with the progress made to date.

Last April, as you may recall, I requested each of the departments and agencies in the Executive Branch to analyze their entire decision-making process to determine where additional consumer input might be helpful in making Federal agencies more responsive to the needs of the American consumer.

The plans developed by these departments and agencies will be published this month in the Federal Register. Following publication, there will be a major effort to disseminate copies of these plans to all interested consumers as well as other interested groups.

So there will be no delay, however, in this effort to open up to the public the decision-making processes of the Executive Branch, I have instructed each department and agency to move ahead at once on putting these plans into effect. Adjustments can be made later as circumstances warrant.

In January we intend to hold public meetings in at least ten cities across the country to explain how these plans work for the benefit of consumers and to seek suggestions and ideas for ways to make the departments and agencies of the Federal government more effective and responsive to public concerns.

I am convinced we can resolve by better administration what Congress is attempting to accomplish by new laws and a costly new government agency. The steps we have taken will prove to be responsive to the needs of the American consumer and the concerns of the American public.

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WHITE HOUSE CONFERENCE
ON CONSUMER REPRESENTATION PLANS

Proposed Agenda

- 8:00 a. m. Cabinet official has coffee with press for backgrounder
- 9:00 a. m. Cabinet official opens the meeting with brief remarks
(draft will be supplied)
- 9:15 a. m. Each organization get 10 - 15 minutes to present its plan
- 10:45 a. m. Coffee break
- 11:00 a. m. General Q&A session
- 12:15 p. m. Wrapup by Cabinet official (draft will be supplied)
- 12:30 p. m. Break for lunch -- each person on own with hopefully a
cafeteria in building or nearby
- 2:00 p. m. Individual workshops -- each organization will meet with
interested parties in separate rooms for a greater in-depth
analysis of the plan
- 4:00 p. m. Adjourn

B



WHITE HOUSE CONFERENCE
ON CONSUMER REPRESENTATION PLANS

Proposed Spokesmen

Week of January 12

(T) 13 Chicago	Secretary Simon
(W) 14 Kansas City	Secretary Mathews
(F) 16 Boston	Frank G. Zarb

Week of January 19

(M) 19 Atlanta	Secretary Morton
(W) 21 Houston	Russell E. Train
(F) 23 Philadelphia	Secretary Coleman

Week of January 26

(M) 26 Denver	Secretary Kleppe
(W) 28 San Francisco	James Lynn
(F) 30 Los Angeles	Secretary Hills



WHITE HOUSE CONFERENCE
ON CONSUMER REPRESENTATION PLANS

Proposed Schedule

Departmental Groups & Cities & Dates

Group A - Environment, Energy & State
EPA, DOI, FEA, ERDA, DOS

Cities: Boston	Friday, January 16
Houston	Wednesday, January 21
Denver	Monday, January 26
Washington, D. C.	February

Group B - Human Resources
HUD, HEW, DOL, VA, DOT, DOJ

Cities: Philadelphia	Friday, January 23
Kansas City	Wednesday, January 14
Los Angeles	Friday, January 30
Washington, D. C.	February

Group C - Business, Agriculture & Finance
Treasury, DOD, DOC, SBA, GSA, USDA

Cities: Atlanta	Monday, January 19
Chicago	Tuesday, January 13
San Francisco	Wednesday, January 28
Washington, D. C.	February



THE WHITE HOUSE

WASHINGTON

November 13, 1975

MEMORANDUM FOR FRANK G. ZARB

FROM: WILLIAM J. BAROODY, JR.

RE: White House Conferences on Consumer Representation

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In order to facilitate this directive, the Office of Public Liaison, working closely with OMB and OCA, will direct public meetings in ten cities. I would hope that each Cabinet official and agency head would familiarize himself with the Consumer Representation Plan for his or her agency and the overall tone of the President's intent to make the consumer's voice heard within the government. The President considers this initiative to be of a priority nature and it is his intent that the American consumer understand his involvement as a part of the governmental decision making process.

Since you will not be asked to personally attend each conference, we ask that you designate an Assistant Secretary to speak in your agency's behalf in each of the cities in which your agency will be directly involved.

In order to make this effort a success, it is essential that a member of the Cabinet or an agency head represent the Administration and chair the morning session (Tab B) of the White House Conference on Consumer Representation (Tab C). Therefore, I would like you to consider chairing:

Boston Conference
Friday, January 16, 1976

I would appreciate your checking your schedule and confirming your participation with me no later than Monday, November 17. If you have any questions, please call me.

John Shlaes, a member of my staff and Director of White House Conferences, will have overall responsibility for coordination of these meetings. He and S. John Byington, Deputy Special Assistant to the President for Consumer Affairs, have already been in contact with your staff relevant to the publication of your plan and the conduct of these conferences.

The ten cities have been broken down into three sections with each agency directly participating in four conferences--the last of which will be in Washington, D.C., in February. The overall schedule is attached (Tab D).

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I would like to again reiterate the President's personal commitment to these meetings and his desire to see them become a success. If you need any other information, please call me or John Shlaes at the White House.

cc Richard B. Cheney
James E. Connor
Max L. Friedersdorf
James T. Lynn
John O. Marsh, Jr.
Ronald H. Nessen

THE WHITE HOUSE

WASHINGTON

November 13, 1975

MEMORANDUM FOR CARLA A. HILLS

FROM: WILLIAM J. BAROODY, JR.

RE: White House Conferences on Consumer Representation

In accordance with the President's statement of November 4, 1975 (Tab A), concerning the publication of the various Consumer Representation Plans for each Executive Branch department and agency, the White House Office of Public Liaison has accepted the overall responsibility for coordinating the President's initiative to reach into at least ten U.S. cities "to explain how these plans work and seek suggestions and ideas for ways to make the departments and agencies of the Federal government more effective and responsive to public concern."

In order to facilitate this directive, the Office of Public Liaison, working closely with OMB and OCA, will direct public meetings in ten cities. I would hope that each Cabinet official and agency head would familiarize himself with the Consumer Representation Plan for his or her agency and the overall tone of the President's intent to make the consumer's voice heard within the government. The President considers this initiative to be of a priority nature and it is his intent that the American consumer understand his involvement as a part of the governmental decision making process.

Since you will not be asked to personally attend each conference, we ask that you designate an Assistant Secretary to speak in your agency's behalf in each of the cities in which your agency will be directly involved.

In order to make this effort a success, it is essential that a member of the Cabinet or an agency head represent the Administration and chair the morning session (Tab B) of the White House Conference on Consumer Representation (Tab C). Therefore, I would like you to consider chairing:

Los Angeles Conference
Friday, January 30, 1976

I would appreciate your checking your schedule and confirming your participation with me no later than Monday, November 17. If you have any questions, please call me.

John Shlaes, a member of my staff and Director of White House Conferences, will have overall responsibility for coordination of these meetings. He and S. John Byington, Deputy Special Assistant to the President for Consumer Affairs, have already been in contact with your staff relevant to the publication of your plan and the conduct of these conferences.

The ten cities have been broken down into three sections with each agency directly participating in four conferences--the last of which will be in Washington, D.C., in February. The overall schedule is attached (Tab D).

Office of Public Liaison planning teams have already begun to check into accommodations, private sector participation, and other aspects concerning each conference, and will be calling on each of your offices for technical assistance where available in each city. Doug Lee will be coordinating press activities and will be in touch with your Public Information Officers.

I would like to again reiterate the President's personal commitment to these meetings and his desire to see them become a success. If you need any other information, please call me or John Shlaes at the White House.

cc Richard B. Cheney
James E. Connor
Max L. Friedersdorf
James T. Lynn
John O. Marsh, Jr.
Ronald H. Nessen

THE WHITE HOUSE

WASHINGTON

November 13, 1975

MEMORANDUM FOR JAMES T. LYNN

FROM: WILLIAM J. BAROODY, JR.

RE: White House Conferences on Consumer Representation

In accordance with the President's statement of November 4, 1975 (Tab A), concerning the publication of the various Consumer Representation Plans for each Executive Branch department and agency, the White House Office of Public Liaison has accepted the overall responsibility for coordinating the President's initiative to reach into at least ten U.S. cities "to explain how these plans work and seek suggestions and ideas for ways to make the departments and agencies of the Federal government more effective and responsive to public concern."

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Since you will not be asked to personally attend each conference, we ask that you designate an Assistant Secretary to speak in your agency's behalf in each of the cities in which your agency will be directly involved.

In order to make this effort a success, it is essential that a member of the Cabinet or an agency head represent the Administration and chair the morning session (Tab B) of the White House Conference on Consumer Representation (Tab C). Therefore, I would like you to consider chairing:

San Francisco Conference
Wednesday, January 28, 1976

I would appreciate your checking your schedule and confirming your participation with me no later than Monday, November 17. If you have any questions, please call me.

John Shlaes, a member of my staff and Director of White House Conferences, will have overall responsibility for coordination of these meetings. He and S. John Byington, Deputy Special Assistant to the President for Consumer Affairs, have already been in contact with your staff relevant to the publication of your plan and the conduct of these conferences.

The ten cities have been broken down into three sections with each agency directly participating in four conferences--the last of which will be in Washington, D.C., in February. The overall schedule is attached (Tab D).

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I would like to again reiterate the President's personal commitment to these meetings and his desire to see them become a success. If you need any other information, please call me or John Shlaes at the White House.

cc Richard B. Cheney
James E. Connor
Max L. Friedersdorf
John O. Marsh, Jr.
Ronald H. Nessen



THE WHITE HOUSE

WASHINGTON

November 13, 1975

MEMORANDUM FOR ROGERS C. B. MORTON

FROM: WILLIAM J. BAROODY, JR.

RE: White House Conferences on Consumer Representation

In accordance with the President's statement of November 4, 1975 (Tab A), concerning the publication of the various Consumer Representation Plans for each Executive Branch department and agency, the White House Office of Public Liaison has accepted the overall responsibility for coordinating the President's initiative to reach into at least ten U.S. cities "to explain how these plans work and seek suggestions and ideas for ways to make the departments and agencies of the Federal government more effective and responsive to public concern."

In order to facilitate this directive, the Office of Public Liaison, working closely with OMB and OCA, will direct public meetings in ten cities. I would hope that each Cabinet official and agency head would familiarize himself with the Consumer Representation Plan for his or her agency and the overall tone of the President's intent to make the consumer's voice heard within the government. The President considers this initiative to be of a priority nature and it is his intent that the American consumer understand his involvement as a part of the governmental decision making process.

Since you will not be asked to personally attend each conference, we ask that you designate an Assistant Secretary to speak in your agency's behalf in each of the cities in which your agency will be directly involved.

In order to make this effort a success, it is essential that a member of the Cabinet or an agency head represent the Administration and chair the morning session (Tab B) of the White House Conference on Consumer Representation (Tab C). Therefore, I would like you to consider chairing:

Atlanta Conference
Monday, January 19, 1976

I would appreciate your checking your schedule and confirming your participation with me no later than Monday, November 17. If you have any questions, please call me.

John Shlaes, a member of my staff and Director of White House Conferences, will have overall responsibility for coordination of these meetings. He and S. John Byington, Deputy Special Assistant to the President for Consumer Affairs, have already been in contact with your staff relevant to the publication of your plan and the conduct of these conferences.

The ten cities have been broken down into three sections with each agency directly participating in four conferences--the last of which will be in Washington, D.C., in February. The overall schedule is attached (Tab D).

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I would like to again reiterate the President's personal commitment to these meetings and his desire to see them become a success. If you need any other information, please call me or John Shlaes at the White House.

cc Richard B. Cheney
James E. Connor
Max L. Friedersdorf
James T. Lynn
John O. Marsh, Jr.
Ronald H. Nessen

THE WHITE HOUSE

WASHINGTON

November 13, 1975

MEMORANDUM FOR THOMAS S. KLEPPE

FROM: WILLIAM J. BAROODY, JR.

RE: White House Conferences on Consumer Representation

In accordance with the President's statement of November 4, 1975 (Tab A), concerning the publication of the various Consumer Representation Plans for each Executive Branch department and agency, the White House Office of Public Liaison has accepted the overall responsibility for coordinating the President's initiative to reach into at least ten U.S. cities "to explain how these plans work and seek suggestions and ideas for ways to make the departments and agencies of the Federal government more effective and responsive to public concern."

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Since you will not be asked to personally attend each conference, we ask that you designate an Assistant Secretary to speak in your agency's behalf in each of the cities in which your agency will be directly involved.

In order to make this effort a success, it is essential that a member of the Cabinet or an agency head represent the Administration and chair the morning session (Tab B) of the White House Conference on Consumer Representation (Tab C). Therefore, I would like you to consider chairing:

Denver Conference
Monday, January 26, 1976

I would appreciate your checking your schedule and confirming your participation with me no later than Monday, November 17. If you have any questions, please call me.

John Shlaes, a member of my staff and Director of White House Conferences, will have overall responsibility for coordination of these meetings. He and S. John Byington, Deputy Special Assistant to the President for Consumer Affairs, have already been in contact with your staff relevant to the publication of your plan and the conduct of these conferences.

The ten cities have been broken down into three sections with each agency directly participating in four conferences--the last of which will be in Washington, D.C., in February. The overall schedule is attached (Tab D).

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I would like to again reiterate the President's personal commitment to these meetings and his desire to see them become a success. If you need any other information, please call me or John Shlaes at the White House.

cc Richard B. Cheney
James E. Connor
Max L. Friedersdorf
James T. Lynn
John O. Marsh, Jr.
Ronald H. Nessen

THE WHITE HOUSE

WASHINGTON

November 13, 1975

MEMORANDUM FOR WILLIAM E. SIMON

FROM: WILLIAM J. BAROODY, JR.

RE: White House Conferences on Consumer Representation

In accordance with the President's statement of November 4, 1975 (Tab A), concerning the publication of the various Consumer Representation Plans for each Executive Branch department and agency, the White House Office of Public Liaison has accepted the overall responsibility for coordinating the President's initiative to reach into at least ten U.S. cities "to explain how these plans work and seek suggestions and ideas for ways to make the departments and agencies of the Federal government more effective and responsive to public concern."

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In order to make this effort a success, it is essential that a member of the Cabinet or an agency head represent the Administration and chair the morning session (Tab B) of the White House Conference on Consumer Representation (Tab C). Therefore, I would like you to consider chairing:

Chicago Conference
Tuesday, January 13, 1976

I would appreciate your checking your schedule and confirming your participation with me no later than Monday, November 17. If you have any questions, please call me.

John Shlaes, a member of my staff and Director of White House Conferences, will have overall responsibility for coordination of these meetings. He and S. John Byington, Deputy Special Assistant to the President for Consumer Affairs, have already been in contact with your staff relevant to the publication of your plan and the conduct of these conferences.

The ten cities have been broken down into three sections with each agency directly participating in four conferences--the last of which will be in Washington, D.C., in February. The overall schedule is attached (Tab D).

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I would like to again reiterate the President's personal commitment to these meetings and his desire to see them become a success. If you need any other information, please call me or John Shlaes at the White House.

cc Richard B. Cheney
James E. Connor
Max L. Friedersdorf
James T. Lynn
John O. Marsh, Jr.
Ronald H. Nessen

THE WHITE HOUSE

WASHINGTON

November 13, 1975

MEMORANDUM FOR DAVID MATHEWS

FROM: WILLIAM J. BAROODY, JR.

RE: White House Conferences on Consumer Representation

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Since you will not be asked to personally attend each conference, we ask that you designate an Assistant Secretary to speak in your agency's behalf in each of the cities in which your agency will be directly involved.

In order to make this effort a success, it is essential that a member of the Cabinet or an agency head represent the Administration and chair the morning session (Tab B) of the White House Conference on Consumer Representation (Tab C). Therefore, I would like you to consider chairing:

Kansas City Conference
Wednesday, January 14, 1976

I would appreciate your checking your schedule and confirming your participation with me no later than Monday, November 17. If you have any questions, please call me.

John Shlaes, a member of my staff and Director of White House Conferences, will have overall responsibility for coordination of these meetings. He and S. John Byington, Deputy Special Assistant to the President for Consumer Affairs, have already been in contact with your staff relevant to the publication of your plan and the conduct of these conferences.

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cc Richard B. Cheney
James E. Connor
Max L. Friedersdorf
James T. Lynn
John O. Marsh, Jr.
Ronald H. Nessen

THE WHITE HOUSE

WASHINGTON

November 13, 1975

MEMORANDUM FOR WILLIAM T. COLEMAN, JR.

FROM: WILLIAM J. BAROODY, JR.

RE: White House Conferences on Consumer Representation

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Since you will not be asked to personally attend each conference, we ask that you designate an Assistant Secretary to speak in your agency's behalf in each of the cities in which your agency will be directly involved.

In order to make this effort a success, it is essential that a member of the Cabinet or an agency head represent the Administration and chair the morning session (Tab B) of the White House Conference on Consumer Representation (Tab C). Therefore, I would like you to consider chairing:

Philadelphia Conference
Friday, January 23, 1976

I would appreciate your checking your schedule and confirming your participation with me no later than Monday, November 17. If you have any questions, please call me.

John Shlaes, a member of my staff and Director of White House Conferences, will have overall responsibility for coordination of these meetings. He and S. John Byington, Deputy Special Assistant to the President for Consumer Affairs, have already been in contact with your staff relevant to the publication of your plan and the conduct of these conferences.

The ten cities have been broken down into three sections with each agency directly participating in four conferences--the last of which will be in Washington, D.C., in February. The overall schedule is attached (Tab D).

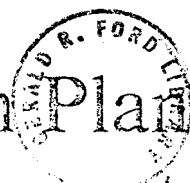
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Ronald H. Nessen

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Consumer Representation Plans Fail to Silence Agency Advocates



While the Administration hopes to implement final plans by June, consumer activists are still pressing for an independent agency.

BY JAMES W. SINGER

The Ford Administration touched off a howl of criticism from consumer groups last fall when it unveiled its consumer representation plans. The clamor continues—but so does the Administration's determination to move full speed ahead to implement final plans by the beginning of June.

At the direction of President Ford a year ago, 17 departments and agencies in the executive branch developed proposed plans—which were published in the *Federal Register* Nov. 26 and made effective at once—intended to ensure that the consumer interest is considered when policy decisions are formulated and that the bureaucracies are more responsive to consumers.

Nine public hearings were held around the country on the proposals in January and a series of hearings were held in Washington in February. The departments and agencies, which now are reviewing their proposals, are expected to publish final plans in June.

Consumers: Consumer advocates and groups have lashed out at the plans and hearings as a politically inspired, worthless "hoax" designed as a "smoke-screen" to make more acceptable Ford's announced intention to veto the proposed consumer protection agency. Both the Senate and House have passed the enabling legislation (S 200, HR 7575), which is expected to be sent to the President this summer or fall after a conference committee reconciles the differences between the two bills. (*For the most recent report on the legislation, see Vol. 7, No. 28, p. 1027.*)

In a 45-page critique, Public Citizen Inc., a Ralph Nader organization, said of the Administration's program, "Like the Holy Roman Empire, the consumer representation plans are not

consumer oriented, provide no representation and are not plans to do anything." Rosemary S. Pooler, chairman and executive director of the New York State Consumer Protection Board, called the plans "Ford lemons" in testifying Feb. 23 before the House Government Operations Subcommittee on Commerce, Consumer and Monetary Affairs. "They are also a classic case of mislabeling," she said. "What Mr. Ford has done is to take the problem—unresponsive bureaucracy—and call it the solution."

Administration: William J. Baroody Jr., who as assistant to the President for public liaison has been involved in developing the Administration's program, denied in an interview that Ford came up with the consumer representation plans just to make it easier for him to kill the proposed consumer protection agency.

Ford's decision to attempt to reform departments and agencies from within rather than to create a new and independent consumer agency was the product of "rather elaborate study and consultation," Baroody said, and was a "logical extension of a general approach he is trying to take" of making the federal government more accessible to ordinary citizens and more responsive to their concerns.

Baroody accused consumer leaders of engaging in the "politics of confrontation" instead of debating substantive issues and trying in a constructive way to make the consumer plans work.

"Consumerists have a different premise, a premise that people in government are not people of good will who sincerely want to discharge their responsibilities," he said. "They believe there must be an adversary relationship, which traditionally has been the last resort in government and not the first.

We are simply following the traditional, although much more difficult, approach."

At a White House conference on domestic and economic affairs in Seattle Sept. 4, Ford said he would veto legislation creating a consumer protection agency, in part, because such an agency would be expensive and would establish another layer of the federal bureaucracy. "We think there is a better way to do it rather than a new bureaucracy," he said.

Congress: Nevertheless, congressional proponents of the consumer protection agency—which is intended to represent consumers in governmental proceedings and before the courts to counteract business influence—hope Ford can be persuaded to change his mind. They have decided to hold the enabling legislation until closer to the election this fall in an attempt to increase the pressure on Ford to sign it.

Rep. Paul N. McCloskey Jr., R-Calif., said he thinks the President might change his mind once Ronald Reagan has been eliminated as a challenger for the Republican presidential nomination.

McCloskey, a friend of Ford who recently campaigned for him, said he intends to try to persuade the President to change his mind if the final bill contains two amendments accepted by the House and if the consumer representation plans prove to be as ineffective as he anticipates they will be. The amendments would meet Ford's objections to the agency, he said, and had not been proposed at the time Ford announced his opposition to it.

PLANS

Each of the consumer plans proposed by the 17 departments and agencies is different, reflecting their different re-