

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Steve Silverman et al. to Sylvia Mathews re: Task Force Membership for the Service Summit (1 page)	3/17/97	P2, P5
002. list	Task Force Membership for the Presidents' Summit (1 page)	3/17/97	P2, P5
003. list	Proposed Task Force Leadership for the Presidents' Summit (6 pages)	3/97	P2, P5
004. agenda	Presidents' Summit, March 13, 1997, Roosevelt Room, Agenda (1 page)	3/13/97	P5
005. memo	Diana Fortuna to Reed et al. re: Service Summit Names (1 page)	2/28/97	P2, P5
006. list	Proposed Task Force Leadership (1 page)	2/28/97	P2, P5
007. list	Proposed Task Force [Members] for Goal 5 (1 page)	2/28/97	P2, P5
008. list	Possible Candidates [for Service Summit Task Force/Board] (1 page)	2/28/97	P2, P5
009. list	Additional Possible Candidates for Task Forces by Sector (2 pages)	2/28/97	P2, P5

COLLECTION:

Clinton Presidential Records
 Domestic Policy Council
 Bruce Reed (Subject File)
 OA/Box Number: 21206

FOLDER TITLE:

National Service-Summit [3]

rs61

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

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

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Service Summit

March 13, 1997
Not for General Distribution

**The Presidents' Summit for America's Future
April 27-29, 1997**

Draft Program

[All references to the Presidents are tentative pending decisions by them.]

Sunday, April 27

10:00 AM Launch of Day of Commitment service projects organized by Mayor Rendell. Focused on revitalizing several miles of Germantown Avenue, through many neighborhoods, as a way to begin to rebuild the sense of community--includes graffiti removal, mural painting, playground construction, tree planting, etc; expect up to 5,000 people, primarily from Philadelphia, but including local and state delegates from throughout the country. Ends around 4:00 PM.

Time to be determined Celebration of Service - Will combine top-line entertainers with compelling stories of volunteer action on behalf of and by children and youth; 1-2 hours; may be staged in front of Independence Hall; or at Convention Center; restricted seating for 3,000; if at Independence Hall open space for 5,000 - 7,500 more beyond perimeter..

Time to be determined Welcome to Philadelphia - local host committee reception; time and location to be determined by decisions about Celebration of Service.

Monday, April 28

8:30 - 11:00 AM Opening Ceremony - in front of Independence Hall; General Powell will chair; focus on five programmatic goals of the Summit; speakers will represent business, labor, education, religion, nonprofit organizations, local initiatives, state government, local government. Last hour focused on the Presidents and First Ladies, and stories they will tell of how Americans already are responding to the challenges of youth. Concludes with Presidents signing the Declaration of Commitment for America's Future.

11:00 AM - 1:00 PM Leadership Brunch - at the Downtown Club, immediately adjacent to Independence Hall; will include the Presidents and First Ladies, governors, leaders of corporations and other organizations making significant commitments to the Summit goals.

12 Noon - Working Lunches - for local and state delegations at Convention
1:30 PM Center; speakers will include selected governors, mayors, Corporate
CEOs, and leaders of outstanding national and local programs.

1:30 - Leadership Roundtable - peer to peer working discussions for leaders
3:30 PM of commitment makers; focus on increasing the impact of their
commitments through more effective collaboration; participation by
the Presidents as co-chairs and active participants.

1:30 - Working Sessions - for local and state delegations at the Convention
5:00 PM Center; facilitated sessions in which participants will create plans for
the follow-up work they will do when they return home.

7:30 - Dinner and presentation of 1997 President's Service Awards at
9:30 PM Convention Center; governors from states with winners will be
asked to join in presentation.

Tuesday, April 29

8:00 - Plenary Session - chaired by Secretary Cisneros and including
9:00 AM representatives of innovative national and local initiatives.

9:15 - Working Sessions - for local and state delegations to complete their
11:30 AM plans and to work together as states to coordinate their efforts; governors
to be invited to meet with their delegations.

11:30 - Informal lunch and move to Independence Hall.
12:30 PM

12:45 - Closing Ceremony - chaired by General Powell; announcement of what
1:45 PM follow-up mechanism will support the ongoing work growing from the
Summit.

SERVICE SUMMIT MEETING
AGENDA

*Service
Summit*

- I. Administration's Goals/Objectives for the Service Summit
- II. Goals/Desired Outcomes for Thursday's Meeting
 - taskforces
- III. Paper for Thursday's meeting
 - Agenda
 - Handouts
 - Talking Points and Briefing paper for Erskine
- IV. Cabinet Piece

Draft

PROPOSED PRINCIPAL PARTICIPATION IN SUMMIT EVENTS

There are several media opportunities during the Summit in Philadelphia for President Clinton, Vice President Gore, Mrs. Clinton and members of this Administration to play a significant, high-profile role.

We recommend the President arrive in Philadelphia on Monday morning, possibly do some of the morning shows (he could do Sunday shows as well from D.C.), participate in the Declaration signing at Independence Hall, hold press interviews and possibly participate in a service event on his way back to D.C.. Also, we can try to move the Presidential Service Awards so that the President can do them immediately following the signing ceremony.

We recommend the Vice President or Mrs. Clinton arrive in Philadelphia on Sunday morning, do some of the morning shows, participate in a Philadelphia service event, and attend the Celebration of Service Gala. On Monday, depending upon the President's schedule, the Vice President or Mrs. Clinton would attend the Declaration signing, attend the VIP brunch, participate in the VIP Working Session and present the President's Service Award.

We recommend Henry Cisneros and Vice Chair arrive in Philadelphia on Sunday and participate in all events as appropriate.

Below is a detailed plan of proposed activity for each principal: The President, the Vice President, Mrs. Clinton, Henry Cisneros, Vice Chair, members of the cabinet.

SUNDAY, APRIL 27, 1997

Day of Commitment Begins:

As Currently Planned

There will be a variety of projects, including cleaning-up Germantown Road, that will be completed throughout Philadelphia for interested members of the community and Summit delegates.

Proposed Principal Participation

- Morning shows with the President from D.C., the Vice President Gore or Mrs. Clinton, Henry Cisneros, Vice-Chair, Harris Wofford.
- Service event with the Vice President or surrogates in Philadelphia.
- Ed boards/radio interviews/one-on-ones/tv interviews with surrogates and cabinet sees.

Celebration of Service Gala

As Currently Planned

One hour live television special with numerous, big-name celebrities, kids, and representatives of organization who have made significant volunteer/service pledges. Oprah Winfrey is slated to emcee the special.

Proposed Principal Participation

- The Vice President or Mrs. Clinton and/or Henry Cisneros and Vice Chair make remarks before/after Colin Powell.

- The Vice President or Mrs. Clinton and/or Henry Cisneros and Vice chair make closing remarks with Powell.

MONDAY, APRIL 28, 1997

Morning Shows

Proposed Principal Participation

- The President, or Henry Cisneros and Vice Chair cover all the major network morning shows. (If we decide to have the VP or FLOTUS there on Monday, they could do these as well)
- Cabinet secretaries, with summit delegates, satellite into their local, hometown morning talk show to highlight the effort in that community.

Opening Session and the Presidents

As Currently Planned

The President, President Bush, Carter and Ford, and Mrs. Reagan sign the Declaration of Commitments at Independence Hall. Currently, General Powell issues the "Call to Action" and the Presidents and Mrs. Reagan highlight "heros". This event will be carried live on the networks (networks tbd).

Powell makes remarks, introduces the video illustrating stories, introduces President Bush, Mrs. Reagan, President Carter, President Ford and President Clinton, introduces the Poet and closes the ceremony.

- Henry Cisneros MC's the beginning of the program and introduces Mayor Rendel.
- The President makes remarks following Powell, Bush, Reagan, Carter and Ford.
- President Clinton leads the Presidents in signing the declaration.

Proposed Principal Participation

Do we want to alter the program?

VIP Brunch

As Currently Planned

The Presidents, Governors, Members of Congress and Cos of commitment-makers, general Powell, Henry Cisneros and the First Ladies attend a brunch celebrating the kick-off of the Summit.

Proposed Principal Participation

- Try and schedule the Service Awards at this time so the President can present the awards.

Working Lunches

As Currently Planned

Five lunches broken out by the five goals. The panelists include Governors, Members of Congress, Mayors, CEOs and youth. The purpose of the lunches is to communicate the urgency of the challenge, share examples of what's being done, to highlight best practices and to discuss the actions required to make this effort a success.

Proposed Principal Participation

- Cabinet secretaries will be panelists at the lunches.

VIP Working Sessions

As Currently Planned

These sessions are chaired by General Powell and Presidential involvement is encouraged. There will be discussion of follow-up plans and development of new collaborations.

Proposed Principal Participation

- Henry Cisneros, the Vice Chair and select members of the cabinet will participate in these sessions. (The VP or FLOTUS could participate if they are in Philadelphia.)

President's Service Awards

As Currently Planned

Bob Goodwin hosts the awards ceremony and Mrs. Clinton gives remarks and presents the awards.

Proposed Principal Participation

- The President gives remarks and presents the awards at a time that suits his schedule.
- Or
- The Vice president or First Lady present the awards.

TUESDAY, APRIL 29, 1997

Morning Shows

Proposed Principal Participation

- Henry Cisneros and Vice Chair cover all the major network morning shows.

Plenary Session

As Currently Planned

General Powell chairs and focuses on follow-up activities. Henry Cisneros sits on a panel with the Mayor and Governor.

Proposed Principal Participation

- Henry Cisneros and Vice Chair sits on panels during the plenary.

Closing Ceremony

As Currently Planned

Henry Cisneros gives remarks and General Powell signs and displays the Declaration. General Powell announces that copies of the Declaration will travel the U.S. for volunteers to sign and then he does photo ops. This event will be televised live.

Proposed Principal Participation

- The Vice President or Mrs. Clinton, Henry Cisneros and Vice Chair, make closing remarks and jointly make the Declaration announcement with Powell.

Overview of Program
Presidents' Summit for America's Future
Draft - 2/28/97

Saturday, April 26, 1997

Summit delegates begin arriving

Sunday, April 27, 1997

Summit delegates continue to arrive

10:00 AM	Day of Commitment begins (service projects)
Time to be determined	Celebration of Service Gala
Evening	Host Committee Welcome to Philadelphia Reception and Meal

Monday, April 28, 1997

8:30 AM	Delegates seated at Independence Hall
9:00 - 11:00 AM	Opening Session and The Presidents
11:00 - 12 Noon	Leadership Meeting with The Presidents
11:30 - 1:30 PM	Local and State Delegates and National Representatives in Working Lunches
1:30 - 5:00 PM	Local and State Delegates and National Representatives in Working Breakout Sessions
1:30 - 4:00 PM	Leadership Roundtables (corporate and nonprofit CEOs, governors, mayors)
6:30 - 9:30 PM	Reception, Dinner and Presentation of President's Service Awards

Tuesday, April 29, 1997

8:00 - 9:00 AM	Plenary Session
9:00 - 12 Noon	Local and State Delegates and National Representatives in Working Breakout Sessions
12:00 - 2:00 PM	Lunch and Closing Ceremonies

Summit

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Public Relations Worldwide
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Wood Proclamation

5 calls to Action

COACH →

Celebration of Service

Sunday April 27, 1997

Preliminary Event Rundown (Assumes TV)

Center at
Service
Project?

SEGMENT	ITEM	SEGMENT TIME	CUMULATIVE TIME
1	Opening Video Module "Here's to the Heroes"	2:30	2:30
2	(Reveal) Choir on Stage Message Song - TBD	3:00	5:30
3	VO Intro MC (Oprah Winfrey)	:30	6:00
4	Oprah Welcoming Remarks and Intro Colin Powell (playon-TBD)	1:30	7:30
5	Powell Remarks	3:00	10:30
6	Oprah set up concept of 5 Fundamental Resources (FR) & Intro 1st FR (Healthy Start) Intro Kid Care (w/VTR?) & Corporate Commitment	1:00	11:30
7	Carol Porter & Corp. Commitment 1	3:00	14:30
	Bumper - Committers		
8	Commercial Break	2:00	16:30
	Bumper - Committers		



9	Oprah Intro Toni Braxton or: Boyz 2 men Hootie & The Blowfish Jewel Babyface Pattie LaBelle	:30	17:00
10	Toni Braxton Song #1	3:00	20:00
11	Toni Braxton Remarks	:30	20:30
12	Toni Braxton Song #2	3:00	23:30
13	Oprah Intro FR #2 (Safe Place to Learn & Grow). Intro Untouchables & Corp. Commitment	1:00	24:50
14	Bill Cleveland (w/VTR?) & Corp. Commitment 2	3:00	27:30
	Bumper - Committers		
15	Commercial Break	2:00	29:30
	Bumper - Committers		
16	Oprah Intro JFK Jr. - Spirit of Peace Corps or Billy Crystal Whoopi Goldberg Robin Williams	:30	30:00
17	JFK Jr. Remarks	2:30	32:30
18	Oprah Intro FR #3 (Ongoing Relationship w/a Caring Adult) Fishing School & Corp. Commitment	4:00	33:30
19	Tom Lewis (w/VTR?) & Corp. Commitment 3	3:00	36:30

RSS
JFK Jr
Bumper
Talk
← ?

CAA

Ann M. Schwaninger

20	VO Intro John Travolta or: Denzel Washington Robert Redford & Paul Newman Al Pacino & Robert DeNiro George Clooney Will Smith	:30	37:00
21	Travolta remarks & Intro Northeast Performing Arts Group	1:00	38:00
22	NEPAG performance	3:00	41:00
23	Oprah Intro FR #4 (Marketable Skill/Effective Education) Intro Granville Academy & Corp. Commitment	:30	41:30
24	Granville Representative (w/VTR?) & Corp. Commitment 4	3:00	44:30
	Bumper - Committers		
25	Commercial Break	2:00	46:30
	Bumper - Committers		
26	VO Intro Larry Bird & Magic Johnson	:30	47:00
27	Bird & Johnson Remarks & Intro. FR #5 (Giving Back to the Community) Intro TBD & Corp. Commitment	2:00	49:00
28	TBD (w/VTR?) & Corp. Commitment 5	3:00	52:00

29	Oprah Intro Barbra Streisand or: Whitney Houston - "Greatest Love of All" Madonna Bette Midler - "Wind Beneath My Wings" Mariah Carey Gloria Estefan	:30	52:30
30	Streisand Remarks Into "People"	3:30	56:00
31	Oprah & Powell thank yous & joined on-stage by celebrities, participants and delegates, kids, etc.	1:00	57:00
32	Closing Song Together - TBD Crawl of Corp. Committers	1:30	58:30

*Note - Those Levels of Corporate Committer Recognition

A - Fundamental Resource Segment

B - Bumpers

C - Crawl

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Plenary Session/Presidents' Event
Monday April 28, 1997
Preliminary Event Rundown

CNN
 C-SPAN

SEGMENT	ITEMS	SEGMENT TIME	CUMULATIVE TIME
	Preshow Music - U.S. Army Band	15:00	
1	VO Intro Park Director	:30	:30
2	Park Director Welcome Remarks & Intro Henry Cisneros	3:00	3:30
3	Cisneros Call to Order & Intro Colors	1:00	4:30
4	Presentation of Colors By Phil. Joint Scouting Colorguard (USA Band)	2:00	6:30
5	Cisneros Intro Pledge of Allegiance	:30	7:00
6	Pledge - TBD	1:00	8:00
7	Cisneros Intro Star Spangled Banner	:30	8:30
8	Star Spangled Banner - TBD	:30	8:30
9	Cisneros Intro Invocation	:30	12:00
10	Invocation - TBD	1:00	13:00

Atlanta Chicago Dallas Houston Los Angeles New York Sacramento San Francisco Silicon Valley Washington D.C.
 Beijing Brussels Dublin Frankfurt Guangzhou Hamburg Hong Kong Kuala Lumpur London Madrid Melbourne
 Mexico City Milan Montreal Paris Seoul Shanghai Singapore Sydney Taipei Tokyo Toronto



11	Cisneros' Opening Remarks Including Video (The Challenge)	7:30	20:30
12	Cisneros' Intro Mayor Rendel	:30	21:00
13	Mayor Rendel Welcome & Remarks (w/VTR of Phil. volunteers)	5:00	26:00
14	Mayor Intro Gov. Ridge	:30	26:30
15	Gov. Ridge remarks	5:00	26:00
16	Cisneros' Orientation Information	13:30	45:00
17	Cisneros' Intro Phil performance group - TBD	:30	45:30
18	Message Song - <i>Lean on Me</i> ie. "He Ain't Heavy"	3:00	48:30
19	VO Intro Colin Powell	:30	49:00
20	Powell remarks including Video (The Response)	10:00	59:00
21	Powell Intro Pres. Bush	:30	59:30
22	Bush remarks including Hero VTR	10:00	1:09:30
23	Bush Intro Hero & Wave	1:00	1:10:30
24	Powell Intro Nancy Reagan	:30	1:11:30
25	Reagan remarks including hero VTR	5:00	1:16:00
26	Reagan Intro Hero & Wave	1:00	1:17:00

27	Powell Intro U.S. Army Band (Premier of "Service to America March")	:30	1:17:30
28	Performance - "Service to America March"	4:00	1:21:30
29	Powell Intro Pres. Carter	:30	1:22:00
29	Carter (VTR or remote?) remarks including Hero VTR	5:00	1:28:00
31	Carter Intro Hero & Wave	1:00	1:29:00
32	Powell Intro Pres. Ford	:30	1:29:30
33	Ford remarks including hero VTR	6:00	1:35:30
34	Ford Intro Hero & Wave	1:00	1:36:30
35	Powell Intro Pres. Clinton (Band - "Hail to the Chief")	1:00	1:37:30
36	Clinton remarks including hero VTR	12:00	1:49:30
37	Powell Intro Poet - TBD (poet laureate or child?)	:30	1:50:00
38	Poem (original?)	2:00	1:52:00
39	Clinton leads Presidents in signing declaration (with photo ops)	5:00	1:57:00
40	Powell closing	1:00	1:58:00
41	U.S. Army Band - "Service to America March" Reprise	2:00	2:00:00

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Public Relations Worldwide
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Monday Eve

*Powell / Larry King
 Live*

Presidents' Service Awards

SEGMENT	ITEM	SEGMENT TIME	CUMULATIVE TIME
1	Entrance Music	15:00	15:00
2	Informal (Cold) Welcome - Bob Goodwin	1:00	16:00
3	Dinner (w/Music)	60:00	1:16:00
4	VO Intro Host Bob Goodwin	:30	1:16:30
5	Host Remarks (promo performer)	5:00	1:21:30
6	Host Intro Hillary Clinton	1:00	1:22:30
7	Mrs. Clinton Remarks	5:00	1:27:30
8	Awards (Goodwin announces, Mrs. Clinton presents Awards)	30:00	1:57:30
9	Goodwin Intros: Tony Bennett Patty LaPone Patty LaBelle or other TBD	30:00	2:27:30
10	Goodwin Goodnights	2:20	2:30:00

*President
 We hope*



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Closing Session
Tuesday April 29, 1997
Preliminary Event Rundown

SEGMENT	ITEMS	SEGMENT TIME	CUMULATIVE TIME
1	VO Intro Henry Cisneros (Recap Summit) & Intro "Reactions" VTR	5:00	5:00
2	"Reactions" VTR	1:30	6:30
3	Cisneros Intro Rebecca Richardson <i>Rinnal</i> ³⁰ <i>(Pow)</i> F		7:00
4	<i>Rinnal</i> Richardson remarks	5:00	12:00
5	VO Intro <u>Bill Cosby</u>	:30	12:30
6	Cosby Remarks	7:00	19:30
7	Cosby Intro Powell	:30	20:00
8	<u>Powell Remarks</u> (The "Charge")	8:00	28:00
9	Powell signs & displays Declaration & announces that <u>copies will travel U.S.</u> <u>for vols to sign</u>	1:00	29:00
10	Intro Ray Charles	1:00	30:00
11	Ray Charles - "America the Beautiful"	4:00	34:00
12	Powell goodbyes	1:00	35:00

+ Richardson Volberg F



Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
004. agenda	Presidents' Summit, March 13, 1997, Roosevelt Room, Agenda (1 page)	3/13/97	P5

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FOLDER TITLE:

National Service-Summit [3]

rs61

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

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

- b(1) National security classified information [(b)(1) of the FOIA]
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- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

March 11, 1997

MEMORANDUM FOR ERSKINE BOWLES

THROUGH: SYLVIA MATHEWS

FROM: BRUCE REED AND STEVE SILVERMAN

CC: KITTY HIGGINS AND DIANA FORTUNA

As you know, you will meet with General Colin Powell Thursday morning, March 13, 1997 at 11 am in the Roosevelt Room to discuss plans for "Presidents' Summit for America's Future," April 27-29 in Philadelphia. Other leaders from the Summit, the Points of Light Foundation, Americorps and the White House staff will participate. See agenda attached.

Participants

Erskine Bowles

General Colin Powell

Henry Cisneros

Ray Chambers

Susan Stroud, AmeriCorps (Harris Wofford will be in Kansas City at AmeriCorps board meeting)

Col. Bill Smolen, Aide to Gen. Powell

Bob Goodwin, Points of Light Foundation

Stuart Shapiro, Executive Director, Presidents' Summit for America's Future

Rick Little, Executive Director of Partnership (post-summit follow-up organization)

Marianne Hearn, Points of Light Foundation

Ed Rendell, Mayor of Philadelphia

Bruce Reed

Steve Silverman

Don Baer

Diana Fortuna

The purpose of the meeting is hear about the event's progress from Summit organizers while it is still early enough for us to influence its organization; and to reinforce with them our continuing interest in this event.

Real progress has been made during the last few weeks planning for the Summit, its lead-up and its follow-up. We have made real strides getting ourselves around the hydra-like organization. In fact, today we held the first weekly conference call with Summit organizers. We will now meet twice a week with organizers (the first of these is the meeting Thursday at which you will host General Powell). Moreover, we are now in daily contact with organizers, especially Stuart Shapiro.

Below is an outline of progress and questions on key issues.

I. Lead-Up to Summit

Working with Communications, we are developing a Communications strategy for the period leading up to the Summit and the Summit itself (see attached). Our main challenge now is claiming the Summit's higher ground for the President and Vice President, given the President's demonstrated commitment to the service issue. General Powell is also deeply committed to the issue and is spending considerable time organizing the Summit and visiting with the media. Our strategy will include a Presidential event in late March highlighting student service, a radio address in April, events by the First Lady and Second Family along with the Cabinet. Moreover, we are vetting the idea of the President calling for a "Week of Service" beginning approximately April 18, Net Day. Also, we are considering opportunities for National Volunteer Week, the week of April 14. A pro-active outreach during these weeks will allow the President and Vice President to enhance, in a bipartisan way, their legacy as leaders in promoting citizen service.

II. Attendance

Approximately 2,000 - 3,000 attendees are expected. Each of 50 Governors will send a delegation of 5 community leaders. Each of approximately 140 communities will send ten community leaders. Community delegates are selected by the United Way, the Points of Light Foundation, and the Corporation for National Service. Organizers expect 300 leaders of companies and organizations who have made major commitments to service and volunteerism, such as those featured in a weekly column in Newsweek by Jonathan Alter. Many people and organizations that want to attend will have to be turned away.

III. Program

The three day program is highlighted by three key events (see attached detailed scenario).

- 1) Sunday afternoon, some of the Principals will gather with Philadelphia community volunteers to revitalize the Germantown area, to clean graffiti and parks. This is the major photo-op for Sunday. We will recommend that the Vice President or First Lady participate.
- 2) Organizers hope to pull off a televised entertainment gala on Sunday night with major entertainers, such as John Travolta, Barbara Sreisand, and Magic Johnson, with Oprah Winfrey as host. The Vice President or First Lady should probably participate.
- 3) Monday morning will be the focal point of the Summit. The President will have a prominent role. General Powell, Vice President Gore, President Bush, Secretary Cisneros will have roles. The leaders will sign a "Declaration of Commitments" committing them to pursuing and implementing service and volunteerism initiatives.

IV. Commitments/Federal Agency Involvement

Large numbers of companies, colleges, and non-profits are making commitments of service and volunteerism toward the Summit's five goals. These goals are organized around the key resources that children need: a caring adult, a safe place, a healthy start, a good education, and a chance to serve. Summit organizers are developing criteria to invite the most appropriate

"committees" to the Summit. The commitments are being tracked closely in the weekly Newsweek column. The Cabinet agencies are doing their part. Each Secretary will commit its staff to service projects such as mentoring, and adopt-a-school. Moreover, Secretaries will use their bully pulpit to encourage constituencies to participate in the five objectives/challenges.

V. Post-Summit Partnership and Task Forces

Powell is organizing a 501(c)(3), tentatively called the "Partnership for America's Future" to continue the work of the summit. The board of this partnership will likely be chaired by Powell. Henry Cisneros will probably be a Vice Chair. We are seeking a woman to be another Vice Chair. Linda Robb's name has been mentioned. In addition five task forces, reflecting the five objectives of the Summit, are being organized. These task forces will serve as an informal advisory council to the "Partnership" board. The attached list sets forth proposed names. We are awaiting comment from White House staff. Announcements of these task forces are expected next week. We urgently need to provide names to Harris and Henry for consideration. This partnership will have a life of its own for several years.

VI. Management Structure

As discussed above, we have made progress in understanding and involving ourselves in the Summit management structure. John Gomperts has come on as Harris's Chief of Staff. In addition to close continued interaction, one key need is added staff at both the Summit and Americorps. We would like to have the Summit hire 2-3 staff (ie. Stacey Spector, Kim Kubine, Jeff Forbes) who could assist organizers and serve as a liaison to us. Moreover, AmeriCorps would be pleased to have -- and could desperately use -- 2-3 schedule Cs from the agencies on a detail basis, pending consideration by WH counsel and the Office of Administration.

Thank you for all your support on this project. Please let us know if you have any questions or comments.

SUGGESTED TALKING POINTS FOR 3/13 SUMMIT MEETING

- I. Welcome and Introductions
 - Thank the group for coming to the White House to meet.
 - Introduce Bruce Reed , Steve Silverman and Diana Fortuna as the key White House contacts on this issue.
 - Appreciate the coordination and understand all the preparations that have gone into the planning of the Summit so far.
 - Commend all the hard work and personal commitment of General Powell.
 - Especially pleased with the commitments from companies and constituencies.
 - This is a real opportunity to get something done for the good of America's young people on a non-partisan basis.
 - You are proud of our involvement in this endeavor.

- II. Emphasize the importance of the Summit to the President and Vice President
 - The concept of national service is one of the President's legacies.
 - Stress the desire of the President and Vice President to be personally involved during the Summit.
 - We are working to determine what the President's schedule will permit him to do at the Summit, and we will get back to you as soon as possible with those details.

- III. The President and Vice President want to remain involved in the Post-Summit activities.

- IV. Turn the meeting over to General Powell and Henry Cisneros.

- V. After everyone on the agenda has had an opportunity to speak, wrap up the meeting.

DRAFT

**THE PRESIDENT'S SUMMIT FOR AMERICA'S FUTURE
MARCH 12, 1997 - ROOSEVELT ROOM
AGENDA**

- I. Welcome - Erskine Bowles
- II. Goals for the President's Summit for America's Future - General Powell and Henry Cisneros
- III. Vision of the Summit and Post-Summit - Ray Chambers
- IV. Summit Logistics, Attendance and Commitments - Stuart Shapiro
- V. Next Steps - Erskine Bowles

WORKING DRAFT -- WORKING DRAFT

We must determine what role the President and other principals should play at the Summit itself, as well as what events we should do in the weeks leading up to the Summit, to ensure a continuing and appropriate focus on the President's accomplishments and plans on service. The following provides options in both areas.

I. PROPOSED PRE-SUMMIT EVENTS

Prior to the Summit itself, we should do at least one event designed to highlight our own approach and involvement with national service and voluntarism. The following are some possibilities:

- National Service Scholars Program -- This event is tentatively on the President's schedule for March 27. The President will announce the launch of this \$1,000 scholarship for high school juniors or seniors who do an outstanding job in community service. He first announced the scholarship program at an event last year at Penn State. The Federal government puts up \$500, and local or community sources match that amount. Civic groups like the Lions, Elks, and Kiwanis are being encouraged to fund the local match, and could attend the event. We would push to have the first scholarship winners attend as well. We may want to do the event at a Maryland high school, where there is a state requirement for service by high school students. By focusing on young people who do service, rather than purely volunteer efforts, this would reinforce the President's concept of service. Under the President's 1998 budget, the program could expand to virtually every high school next year.
- Radio Address -- We could do a radio address on service/voluntarism in the weeks leading up to the Summit, perhaps April 5. Doing an address jointly with former President Bush might attract some media attention, and reinforce that this is the "Presidents' Summit." The President could announce any of the other initiatives listed here as part of the address, or could announce some major new commitments to the summit. He could follow it up with some volunteer work immediately after the address.
- Week/Weekend of Service -- The President could call on Americans to put in a "week of service" or "weekend of service." We could back it up with action by ensuring that former members of AmeriCorps and the Peace Corps are organized to volunteer at that time, along with volunteer efforts by the principals and Cabinet members. We might time it around National Volunteer Week, which is the week of April 14.
- Commit half of all work-study slots to service by the year 2000 -- Such an announcement could be made at a college with a good program of service-based work-study -- for example, where college students teach young children to read.
- Highlight Young People Serving Young People -- The President could attend an award ceremony for a program in Philadelphia that uses high school students to tutor second-

graders. National Youth Service Day on April 15 could be highlighted.

- Feature AmeriCorps alumni -- The President could demonstrate how the AmeriCorps program produces future service leaders by meeting with a group of AmeriCorps alumni at a literacy or early childhood event. AmeriCorps alumni are trying to set a standard for themselves of 10 hours per month of volunteer time.
- Faith-based Service -- The President could challenge religious institutions and faith-based organizations to create full-time service opportunities, and agree to give them National Service scholarships if they do.
- Commitment by Federal Government -- The President could announce some or all of the Federal agencies' commitments to the Summit. We are working with Federal agencies to identify what types of commitments they can make to the Summit's five goals. Possibilities include having Federal agencies adopt schools; or structuring a Federal commitment around giving young people the opportunity to serve; or showing how service could further all our existing Administration priorities, such as literacy, welfare to work, crime, etc.
- "Christmas in April" -- The First Lady may be considering taking part in a program to do housing renovation in the District that appears to relate to the service theme.
- Earth Day -- This year's Earth Day commemoration should tie into the service theme. We are working with CEQ on this.
- President's Service Awards -- Summit organizers are pushing to have these annual awards presented by the President or First Lady at the Summit itself, but we could push to hold them prior to the Summit. They are considered the highest honor in the volunteer world, and are normally awarded around National Volunteer Week (mid-April).
- Give Federal Employees More Flexibility to Volunteer -- We could try to expand on an executive order by former President Bush to make it easier for Federal employees to volunteer (although one area of exposure is that it is not clear how closely we have been following that executive order).

II. PROPOSED PRINCIPAL PARTICIPATION IN SUMMIT EVENTS

There are several media opportunities during the Summit in Philadelphia for President Clinton, Vice President Gore, Mrs. Clinton and members of this Administration to play significant, high-profile roles.

We recommend the President arrive in Philadelphia on Monday morning, possibly do some of the morning shows (he could do Sunday shows as well from D.C.), deliver the keynote speech at the Declaration Signing at Independence Hall (this will have to be negotiated with the Summit organizers), hold press interviews, and possibly participate in a service event with

Americorps/Peace Corps alumni in Philadelphia. Also, we can try to move the Presidential Service Awards so that the President can participate in them immediately following the signing ceremony.

We recommend the Vice President or Mrs. Clinton arrive in Philadelphia on Sunday morning, do some of the morning shows, participate in a Philadelphia service event, and attend the Celebration of Service Gala on Sunday evening. On Monday, depending upon the President's schedule, the Vice President or Mrs. Clinton could attend the Declaration Signing ceremony, attend the VIP brunch, participate in the VIP Working Session and present the President's Service Award.

We recommend Henry Cisneros arrive in Philadelphia on Sunday and participate in all the events of the Summit.

Below is a detailed list of options for each principal: The President, the Vice President, Mrs. Clinton, Henry Cisneros, members of the cabinet.

SUNDAY, APRIL 27, 1997

Day of Commitment Begins:

As Currently Planned

There will be a variety of service projects for Summit delegates, centered around a clean up of Germantown Road, including graffiti removal and playground construction. General Powell is considering offers from all the morning shows to appear, but has stated he wants other principals to participate as well.

Proposed Principal Participation

- Morning shows with the President from D.C., the Vice President Gore or Mrs. Clinton, Henry Cisneros, Vice-Chair, Harris Wofford.
- Service event with the Vice President or Mrs. Clinton with cabinet surrogates (like Janet Reno) in Philadelphia.
- Ed boards/radio interviews/one-on-ones/tv interviews with surrogates and cabinet secs.

Celebration of Service Gala

As Currently Planned

One hour gala that Summit organizers are hoping to package for live TV with major celebrities, kids, and representatives of organizations that have made significant volunteer/service commitments. They are hopeful that Oprah Winfrey will emcee the special, but none of the talent has been confirmed yet.

Proposed Principal Participation

- The Vice President or Mrs. Clinton and/or Henry Cisneros make remarks before/after Colin Powell.
- The Vice President or Mrs. Clinton and/or Henry Cisneros could introduce a taped video of the President or the President satelliting into the event.

MONDAY, APRIL 28, 1997

Morning Shows

Proposed Principal Participation

- The President and/or Henry Cisneros cover all the major network morning shows. (If we decide to have the VP or FLOTUS there on Monday, they could do these as well)
- Cabinet secretaries, with summit delegates, could satellite into their local, hometown morning talk show to highlight the effort in that community.

Opening Session and the Presidents

As Currently Planned

At 8:30 am, the President, Presidents Bush, Ford, and possibly Carter, and Mrs. Reagan sign the Declaration of Commitments at Independence Hall. Currently, General Powell issues the "Call to Action" and the Presidents and Mrs. Reagan highlight "heros". This event will be carried live on the networks (networks tbd).

Powell makes remarks, introduces the video illustrating stories, introduces President Bush, Mrs. Reagan, President Carter, President Ford and President Clinton, introduces the Poet and closes the ceremony.

- Henry Cisneros MC's the beginning of the program and introduces Mayor Rendel.
- The President makes remarks following Powell, Bush, Reagan, Carter and Ford.
- President Clinton leads the Presidents in signing the declaration.

Proposed Principal Participation

- The President key notes the program with a 20 minute speech.

VIP Brunch/Roundtable

As Currently Planned

The Presidents, Governors, Members of Congress and CEOs of the major commitment-makers, General Powell, Henry Cisneros and the First Ladies attend a meet-and-greet photo opportunity brunch celebrating the kick-off of the Summit, and thanking major supporters of the Summit. The brunch is closed to press.

Immediately following the brunch, there will be roundtables chaired by General Powell and Presidential involvement is encouraged. These will include discussion of follow-up plans and development of new collaborations. These sessions will be open to press.

(We need to confirm the schedules of the other Presidents)

Proposed Principal Participation

- Try and schedule the Service Awards at this time so the President can present the awards.
OR
- Fold the brunch into the working session/roundtable, so the President proceeds directly to the working session which is open to the press.

Working Lunches

As Currently Planned

Five lunches broken out by the five goals. The panelists include Governors, members of community delegations, Members of Congress, Mayors, CEOs and youth. The purpose of the lunches is to communicate the urgency of the challenge, share examples of what's being done, to highlight best practices, and to discuss the actions required to make this effort a success.

Proposed Principal Participation

- Cabinet secretaries will be panelists at the lunches.

President's Service Awards

As Currently Planned

Bob Goodwin of the Points of Light Foundation hosts an evening awards ceremony and Mrs. Clinton gives remarks and presents the awards.

Proposed Principal Participation

- The President gives remarks and presents the awards at a time that suits his schedule.
OR
- The Vice President or First Lady present the awards.

TUESDAY, APRIL 29, 1997

Morning Shows

Proposed Principal Participation

- Henry Cisneros and Vice Chair cover all the major network morning shows.

Plenary Session

As Currently Planned

General Powell chairs and focuses on follow-up activities. Henry Cisneros sits on a panel with the Mayor and Governor.

Proposed Principal Participation

- Henry Cisneros sits on panels during the plenary.

Closing Ceremony

As Currently Planned

Henry Cisneros gives remarks and General Powell signs and displays the Declaration of Commitment which has also been signed by all the delegates. General Powell announces that copies of the Declaration will travel the U.S. for volunteers to sign and then he does photo ops. This event will be televised live.

Proposed Principal Participation

- Mrs. Clinton and/or Henry Cisneros, make closing remarks and jointly make the Declaration announcement with Powell.

March 4, 1997

MEMORANDUM

TO: Harris
FROM: Melinda
SUBJECT: Presidential Events Pre-Summit

Bruce - Here is the Corporation's draft - 7 memos on pre-summit events FYI.

DRAFT

*- Diana
CC Elina*

Service Summit

The Summit provides a number opportunities to illustrate the potential of national service ... especially the successes of the nation's young in solving social problems through service. The fifth goal of the Summit, to give every young person the opportunity to give back through service, should be the theme for a series of events and site visits. The timing could tie in with National Volunteer Week (April 13-19), National Youth Service Day (April 15), and Earth Day (April 22).

Some ideas reflecting the five goal of the Summit:

A White House event to launch National Service Scholars. This month, thousands of high schools will receive information on the new scholarship program to reward students who have done outstanding volunteer service. This is the idea launched by the President last year at Penn State. This program is receiving an enormous amount of local support, especially from the nation's civic organizations. The Lions, Kiwanis, Elk and Moose may very well match these scholarships in their communities across the nation. An event, preceding high school commencements and the Summit, would promote the ethic of service, attract more sponsors, and enable the program to grow to reach every high school in the country. Leaders of a number of major national civic organizations would attend as sponsors.

()*

→ What other actions?

A college event to promote service through work-study. Boston's Jumpstart program is one of our finest, bringing area work-study college students together to serve children in after-school literacy and in early childhood development programs. Jumpstart has made a Summit commitment to grow to 1,000 AmeriCorps members by the year 2000 to build literacy skills with young children. These are eighty part-time college students serving in teams of ten, in schools as teachers assistants, as one-on-one tutors, and in day care centers where children might need a jump-start for school success.

A Philadelphia event to promote the young serving the young. A central theme of the summit is the extraordinary resource represented by young people in service to other young people. In Philadelphia, there is a superb program that deploys eleventh and twelfth grade students who have not excelled academically to be reading tutors for second graders with outstanding results for both groups. The annual awards program for some 400 high school tutor volunteers, featuring these success stories, is a potential venue for the youth serving message, college work-study link to schools (University of Pennsylvania is on the America Reads college task force), and the integration of service into an entire school system.

A 'safe places with structured activities' after school program focused on the young. LEAP (Leadership, Education, Athletics, and Partnership) brings talented young people with its own literacy curriculum based on mentoring to predominantly Latino and African American youth in public housing projects in New Haven, New London, and Hartford, Connecticut. This is a young, intense group of idealists who, in the summer, move into the public housing units for more intense mentoring and tutoring activities with their young students. One measure of its success is the waiting list to be a "LEAP kid". There is even a LEAP career path ... as soon as age allows "LEAP kids" often become AmeriCorps members, returning to their own communities as service leaders.

An AmeriCorps Alums event featuring service leadership of the future. The Alums have committed to encourage all alumni to demonstrate their service leadership by devoting at least 10 hours per month, for 100 hours per year, to their volunteer projects in their communities. Alums could become the "people power" behind the service commitments made across the country. There is a strong AmeriCorps Alums presence in Washington and a service event ranging from literacy to early childhood development to safe places and structured activities could be highlighted as a model product of the Summit.

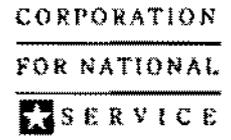
A general service and volunteerism event but with a focus on breaking the Generation X'er stereotype. Young people are actually more idealistic and service-oriented than in recent generations and than is usually portrayed in the media. Using **National Youth Service Day (April 15)** as a platform, the President could choose to highlight any number of national service initiatives in which volunteers play a key role. For instance, **Montgomery County Community Assisting Policing** brings young people in service to the public, especially the elderly, through a public safety program ... defying the stereotype and building intergenerational bridges. Another option is to highlight youth service on **Earth Day (April 22)**, featuring an urban environmental program such as the **National Civilian Community Corps** or **Baltimore's Civic Works**. (We have recommended that the **President's Service Award**, the highest honor in the volunteer world, be the centerpiece of the Presidents' Summit rather than a National Volunteer Week White House event.)

*Service Summit
Diana & Steve
have copies*

February 27, 1997

Memorandum to President Clinton

From: Harris Wofford *HW*
Subject: The Presidents' Summit for America's Future



This memo makes three points:

1. The successful bi-partisan launching of the Summit is helping to dispel the partisan shadow over AmeriCorps and to demonstrate your ability to bring people together on common ground.
2. The plans underway for Philadelphia and for the five-year effort to follow to achieve Five Goals for children and youth offer a great opportunity for your Presidency, for your "America Reads" initiative, and for AmeriCorps.
3. With your use of the "Bully Pulpit" before, during and after the Summit, you can take citizen service from the periphery to the center and as a lasting legacy fulfill your original promise for large-scale national service.

1. The Benefits of Bi-Partisanship

Ringling in my ears as I write this is the tribute to you by the non-political father of Alan Khazei (City Year). "My God," he said, "the President's worked a miracle. There he was, with Colin Powell and George Bush, arm and arm at the White House, and they're going to Philadelphia to work together for children and youth and national service. It's fantastic! Clinton is proving that he really can bring people together."

Right now as I write this, CSPAN is replaying President Bush's Monday speech in Washington, with his enthusiastic account of the Summit, his endorsement of its focus on turning the tide for children and youth, and his expression of gratitude for your personal graciousness at the White House and for the bi-partisanship of the effort. See his attached remarks. "This is just the beginning," Bush said, "the very beginning of the wonders that the Summit can create".

1201 New York Avenue, NW
Washington, DC 20525
Telephone 202-606-5000

Getting Things Done.
AmeriCorps, National Service
Learn and Serve America
National Senior Service Corps

The extraordinary widespread enthusiasm developing for the Summit -- and your role in launching it -- is evidence that the first hope we had in planning this is already being fulfilled. When George Romney called me, immediately after you announced my nomination for CEO of the Corporation for National Service, he said, "I have a plan to take National Service, AmeriCorps, and volunteering off this terrible pre-election playing field and show that whatever happens in the 1996 election, we're going forward in 1997 with Republican and Democratic presidents working together on this."

In my rounds on Capitol Hill since the White House announcement, I have found a remarkable shift of attitude among Republicans (and also Democrats), who sense that we may be bringing off something they won't want to criticize -- and who genuinely seem to sense that this may really be good for the country.

Instead of brushing off AmeriCorps as big-Government "paid volunteerism", as used to be his wont, Senator Conrad Burns yesterday said this Summit sounds "real good" and offered to take me out to meet with the leaders of Future Farmers of America (and the 4H leaders) to get them involved in AmeriCorps. He thought their approach was missing in our portfolio of partners. "They really succeed with kids", he said. "If you can combine with them you'll be really into something that will work." (FFA and 4H have been on our AmeriCorps sponsor target list). Noting that the Summit was a "big idea", Senator Shelby also showed a new constructive approach to our coming AmeriCorps appropriations' hearing.

It was Dan Coats, who at the Big Brothers, Big Sisters board meeting (after my presentation of the Summit), enthusiastically seconded the motion to make a major commitment to the Summit: to double the number of matches, from 100,000 to 200,000 by the year 2000, and to add as an integral part of each Big Brother/Little Brother (or Sister) relationship, a joint project of citizen service.

Don't minimize the value of Arianna Huffington (who testified against AmeriCorps a year ago) promising me that she won't ever again in talk or print attack AmeriCorps, and who went to Capitol Hill to persuade the "civic renewal" coalition to support the Summit. (She and C. Delores Tucker joined the Points of Light Board this year and were added to the Summit planning group, and Arianna has been a consistently constructive colleague). Read her attached column, commending your Summit leadership. She says that "in a city drowning in faux bi-partisanship, at the White House last Friday afternoon, there was finally a sighting of the real thing":

With Bill and Hillary Clinton, Al Gore and Henry Cisneros sharing the stage with George Bush and Colin Powell, the genuine article was on display: bipartisanship, not as a rhetoric flourish but in response to the crisis in the lives of millions of young people at risk.

The occasion was the announcement of a Presidents' Summit to take place in Philadelphia at the end of April. Endorsed by all the living former presidents and with Colin Powell as its general chairman, the summit aims to capture the public imagination and evoke a new level of involvement from American citizens. It will be a call to action as well as a start of major new commitments -- millions of dollars and millions of volunteer hours -- from businesses, churches and community groups.

...Mr. Clinton said the Philadelphia summit is unprecedented. And what makes it so is not just the presence of living presidents, who normally come together only for funerals, but the acknowledgment from the highest levels of political power that, as the President said last Friday: "Much of the work of America cannot be done by government. The solution must be the American people through voluntary service to others."

A crusade to inspire citizens to solve problems locally is the single area where true bipartisanship is possible.

Washington Times
Friday, January 31, 1997

II The Summit's citizen service campaign for Five Goals for children and youth is a great opportunity for your "America Reads" initiative -- and for AmeriCorps.

The Summit's Five Goals are what every parent and grandparent wants to assure for every child in their family:

1. A caring adult in their lives -- as mentor, tutor, coach, champion.
2. Safe places -- safe schools, homes, streets, parks, youth centers -- in which to learn and grow, with well-organized, structured activities in non-classroom hours.
3. A healthy start -- with immunization, access to health care, and encouragement of healthy behavior.
4. Effective education for productive employment and good citizenship, including the ability to read and school-to-work experience that leads to marketable skills.
5. Opportunity -- and challenge and inspiration -- to give back and to serve, not just be served.

Millions of young people in the American family lack one or more -- or all -- of these conditions for success in life. Unless the tide is turned, they are heading to

disaster – a personal disaster for them and a national disaster for all of us. The Philadelphia Summit is designed to be a launching pad for a crusade to turn that tide -- a national crusade to assure that every child in the American family has these conditions for success.

The Summit and the five-year to follow-up effort are being organized around “commitments” – to increase action toward the Five Goals. The aim is a quantum leap in citizen service and action by the business and non-profit sectors, including education, business, labor, foundations, the media, and civic, youth-serving, professional, religious and faith-based organizations. In addition to the several Newsweek Summit Commitment watch items, I attach a narrative description of some of the first notable commitments.

A drive for local commitments to achieve the Five Goals is underway already in many of the 120 communities invited to send delegations of ten to Philadelphia. These delegations will come to Philadelphia with a commitment to convene their own community summit and launch their own strategy for a “notching up” or a quantum leap toward the Five Goals. The five-person state delegations, being selected by the Governors, will also come with a commitment to extend this effort to communities not represented at the Summit.

At the Summit, national numerical targets will be announced, related to each of the goals. One million volunteer tutors for America Reads (and 100,000 college work-study tutors) will be among the major targets. Therefore, you can be confident the Summit and the campaign to follow will give new impetus to your call for a citizen army to achieve the goal that every American child learns to read by the end of the third grade.

That reading goal is integrally linked to all of the Summit’s Five Goals: the tutors and mentors called for in Goal One, the structured after-school activities of Goal Two; the healthy start of Goal Three (because pediatricians and family doctors are being asked to prescribe – and even give—books to the children and parents they see); the effective education of Goal Four; and the service by young people for Goal Five.

Commitments toward 100,000 work-study slots for America Reads is the focal point of the Summit commitments now being sought from Colleges and Universities. See the attached Newsweek Summit “Commitment Watch” boxes, which highlight the California University System’s work-study commitment of 200,000 hours of student tutoring a year; and the Houston Reads campaign for 20,000 reading tutors (just launched ten days ago with major AmeriCorps leadership, keynoted by Barbara Bush -- who hailed your Reading goal and Summit leadership).

In your White House talk to NAFEO Monday, you renewed your call for college work-study tutors, but you did not note (and may not have known) that Henry Ponder's Summit commitment, on behalf of the 117 historically Black colleges, is to see that half of their 140,000 college students will volunteer in community service, especially tutoring. (To which the Newsweek "Commitment Watch" said, "Match that Ivy League").

At the American Council on Education this week, there was a major effort to get every college, as a commitment for the Summit, to get on the Honor Roll of those providing at least half of the new work-study slots for America Reads.

The America Reads Initiative for one million volunteer tutors is a key mission for AmeriCorps, and is the reason the President is asking Congress for an expansion of AmeriCorps from 25,000 to 36,000 members. In highlighting that goal, the Summit will play a vital part in generating the bi-partisan support necessary to accomplish this mission and getting Congressional support.

The Summit will help AmeriCorps and the Corporation for National Service in other important ways:

1. We are about to announce the rules for the \$1000 national service scholarships for college that you said you hoped would be awarded each year in every high school to outstanding student volunteers. The key to our success will be securing local, civic or corporate sponsorship of the local \$500 matches. The process of Summit commitments is helping us get a favorable response.

Yesterday, I met with leaders of major civic groups, including the US Junior Chamber of Commerce, the Lions Clubs, and the General Federation of Women's Clubs, about the Summit and the new high school service scholarship program. They said that as one of their Summit commitments they will sponsor many of these matching scholarships around the country. That will be a great jump-start for the program

2. In our Learn and Serve America program, we have been seeking ways to get service-learning incorporated in the curriculum of all K-12 schools. We are using the Summit commitment process to speed up the spread of service-learning. A consortium of major educational organizations, convened by Jeremy Rifkin (author of The End of Work) and Susan Stroud of our Corporation have agreed on a joint declaration and plan of action for civic education, prominently including service-learning. Their call to action for this will be announced as a Summit Commitment before or at the Summit. We expect more than twenty major organizational

endorsements of this effort, including the National Education Association and the associations of Superintendents, Principals and Chief State School Officers. This will be an important new force for service-learning.

3. Another milestone for Learn & Serve America to be launched in connection with the summit will be the formation of a K-12 Compact on service-learning, much like the ten-year-old national Campus Compact promoting college student service (based at Brown University, headed by Monk Malloy of Notre Dame). It will focus on mobilizing the leadership of chief state school officers and school district superintendents. We have been developing this for six months but the Summit is helping us speed it up, notch it up and get much more public attention.
4. You may know that we have been trying to expand the new approach of "education award only" AmeriCorps grants to major non-profit youth-serving organizations and to faith-based organizations like Habitat for Humanity, the Jesuit Volunteer Corps, and the National Council of Churches. In such a partnership, they provide the living allowance and administrative support, and our National Service Trust provides the \$4,725 educational award after a year of full-time service. This approach cuts the Corporation's per-member costs, greatly reduces the grant-making paper work involved in detailed program-support budgets that have to be negotiated and monitored, and more deeply involves the independent sector and major religious organizations. It would also generate more bi-partisan support in Congress and non-partisan support in the country, and open the way for a major expansion of the number of AmeriCorps members.

The Summit commitment process is enabling us to move much faster in this, on a larger scale than we had reason to hope without the Summit. Yesterday, the Boys and Girls Clubs told me that as part of their commitment to the Summit to expand the number of youth in after-school programs by 500,000 by 2002, they are asking for 900 education-award only AmeriCorps members. Those 900 AmeriCorps members will have as their primary assignment, engaging and leading the Boys and Girls youth in community service. Similarly, the National Council of Churches expects to apply for some thousands of education award only AmeriCorps slots. And Tony Campolo tells me he is planning an Evangelical Youth Service Corps of full-time volunteers (mostly between their sophomore and junior years in college) which he hopes to announce as a Summit commitment. With the help of AmeriCorps education-

awards-only awards, Tony thinks that Corps can grow rapidly to at least 10,000.

5. As AmeriCorps reduces its per-member average cost from \$18,000 to \$15,000 pursuant to an agreement reached last year with Congress, the local programs using AmeriCorps members will need to increase the matching support from the private sector. The 501(c)(3) non-profit Partnership for America's Future that General Powell and Ray Chambers are creating to carry on the campaign for the Five Goals after the Summit, intends to raise substantial funds to be invested in programs that are successful in moving toward achievement of one or more of the Five Goals.

Since a major-- and increasing-- proportion of AmeriCorps members, and of the Senior Corps, RSVP, and Foster Grandparents are engaged in service to children and youth, including tutoring elementary school students, this post-Summit provision of support for local programs will assist many organizations that want to expand their use of full-time or part-time national service participants to do so.

Since the 501(c)(3) is being established as an independent grant-making organization it is not appropriate for me to be on its Board or to participate in the governance of that partnership, but I presume that Henry Cisneros, in the independent sector, will continue the role he has assumed for the Summit.

For all of these reasons, the Summit has been -- and remains -- a central part of our strategy to make citizen service the common expectation and experience of all Americans.

III. Through your "Bully Pulpit" and the Summit campaign we can fulfill your promise of large scale National Service.

By staying out-in-front with the Summit, you can move to a new level of leadership in citizen service. This will involve championing it in your public statements, announcing some of the major commitments at the White House, playing the leading role in Philadelphia and strenuously pushing the campaign for the Five Goals in the years to follow.

General Powell, as Chairman of the Summit and the campaign to follow, will of course be one of the centers of the major media attention already underway. But nothing can diminish the leading role of the President of the United States if you exercise that leadership. If you and Bush and Powell are at your best together in Philadelphia, your teamwork will be historic and contagious, and it will be an

extraordinary demonstration of your ability to find the common ground you called for in your Second Inaugural.

The "Bully Pulpit" of the White House is still – even in this anti-political age – the most potent platform in the nation, beyond any 501(c)(3), however colorful that organization's commanding officer. But the point is not competition: the case I am making is for enthusiastic collaboration. If you and Bush and Powell – and the First Ladies' – try it, you'll like it and the country will love it.

This seemed so obvious at the White House launching. The response there and in the subsequent media coverage was electric – and constructive.

You are reported to have said, at Renaissance weekend, that you had hoped for AmeriCorps to go large-scale, with hundreds of thousands of young people in national service as you proposed in the 1992 campaign, but that budget-balancing made that impossible now.

My memorandum to you of November 14, 1996 (which I attach), spelled out a number of ideas which taken together could fulfill that original vision even in tough-budget times. These include some of the initiatives described above that we are advancing through the Summit commitment process.

Through the Summit, we can show, on a national and local stage, that service in AmeriCorps and of the other programs is a key part of the strategy for achieving the Summit's Five Goals. The service by young people not only achieves the Fifth Goal – of all youth serving – but it is one of the powerful resources for achieving the other four goals. In moving to this much larger scale, we can put within reach your 1992 goal that every young person who wants to perform substantial service, with assistance on college costs in return, can do so. "Serving your way through college" can become an option for all.

Former President George Bush,

American Association of Health Plans, 2/24/97 Excerpts Re: Summit (As Delivered)

And that's why I was pleased to be in Washington last month, to go back to the White House, where together with President Clinton and Colin Powell, we announced the Presidents' Summit for America's Future. Incidentally, I think I referred to this but I think that was my third visit back to the White House since leaving four years ago. Everyone says to me "Is it tense to see Bill and Hillary?" Let me tell you something, they could not have been more hospitable. "They all say how do the Clintons treat you?" I don't know how people expect they will treat me, but I'll tell you. They treated me with extreme graciousness. They've been most hospitable, as I said the staff welcomes us back and there is no tension at all. I don't go around this country criticizing the President. He's got a tough job and we've got a lot of other critics out there. They don't need me. So I feel rather relaxed because I have great respect for the office I was privileged to hold.

I was proud to return to the White House and join the President in announcing the Summit which is going to take place in Philadelphia at the end of April, and I'm delighted that we are going to have the profoundly capable leadership of Colin Powell as General Chairman to guide this effort. There is a marvelous interview in USA Today you might want to take a look at with Colin. This is a passion with him, this is something he believes as strongly in as I do, this whole concept of volunteerism. And he has taken on this huge job not only of being Chairman of the Philadelphia Summit but then of following through to see that we can implement some of the ideas that will be coming out of this Summit. If he can do for America in championing volunteerism what he did in Desert Storm, a lot more people are going to be better off, I tell you. What a superb individual willing to give of himself is General Colin Powell.

Colin is being assisted by a person that I am sure many of you know, from New Jersey, Ray Chambers. Former Senator Harris Wofford from Pennsylvania is doing a superb job

in the organization of this Summit. The Points of Light Foundation, which I am still actively involved in, is in it. Greg Pettersmeyer, some may remember, headed our National Service Office when I was President, continues to do a lot. And then we have a cast of countless volunteers. The details are coming together. It's shaping up to be a remarkable gathering with President Clinton, myself, President Ford, President Carter, Nancy Reagan, and Lady Bird Johnson, all joining together in a call to arms for citizens to get more involved in their neighborhoods. Of course, Mrs. Clinton is going to be there and Barbara also is going to be there.

I hope the message that this gathering of America's top leaders, present and past, sends is a strong but simple one. You don't have to be a President to be a leader and to make a difference, you don't have to be a First Lady to touch the lives of others. Maybe in Philadelphia Barbara will repeat that wonderful, marvelous speech that she gave at Wellesley ... where she said what happens in your house is more important than what happens in the White House. And she is absolutely right about that. And the spirit of our Philadelphia meeting will be of volunteerism, family-related volunteerism, helping others, and in the process, I think it will help strengthen the American Family. We're going to focus on five different points. One of them is giving kids a healthy start in life.

We've already had pledges from Columbia HCA to immunize one million kids by the year 2000. Hearing that, Americare, a marvelous charitable organization, has stepped up to the plate, pledging another million immunizations. Lens Crafters has pledged to provide vision care to one million needy people by 2003. This is just the beginning, the very beginning, of the wonders that the Summit can create. But we need people to get involved, to get out of their seats and comes off the sidelines. Because the clock is ticking for our children. Every 13 seconds, a child is born into poverty. Every 9 seconds, a child is born to a teenage mother. Every 5 minutes, a child is arrested for a violent crime. Every two hours a child is killed by gun fire. It is an understatement to say that these statistics don't paint a pretty picture of what the future of our kids is.

CDF
stats

I know often times that statistics are used to assess political blame. But at the Summit, we're not asking who's to blame. Instead we are going to ask what can each of us do to help. It does not matter what political party you belong to, it does not matter what race you are, or how much money you make. All it takes is that you care. And if you do care, we need you to be part of the solution. If somebody does not care, they should know they are part of the problem.

BC
quote

As President, I often said that any definition of a successful life must include service to others. Mother Theresa put it this way, "There is joy in transcending self to serve others." And those who have done so, know exactly what she is talking about. Don't take it from me, talk to someone who already volunteers. Like William Proud in Florida, who said this in his recent letter, "Volunteers find their work a source of self-esteem – a source that they are spiritually and socially renewed and their health improves."

I hope you'll follow that prescription for yourself and your community. I believe people are waking up and hearing the call to serve others, a call that you are already answering here at AAHP. As to the rest of my life, I want to dedicate as much as I can to being actively involved in as much as I can to being involved in the family, in our own family and others as well.

Newsweek

PERISCOPE Section—*Commitment watch*

Each week prior to the April 27–29th Presidents' Summit for America's Future, NEWSWEEK will feature new commitments.

COMMITMENT WATCH

A Deaver Extravaganza

The April 27–29 bipartisan Presidents' Summit for America's Future is shaping up as a media extravaganza, with Ronald Reagan's imagemeister Michael Deaver turning Independence Hall into a lovely backdrop for volunteerism. But the real work of the summit is taking place now, as commitments roll in. The summit Web site: www.citizenservice.org.

ORGANIZATION	COMMITMENT	CHALLENGE
Houston Reads	Quadruple recruitment to 20,000 local literacy volunteers	Dallas, L.A., etc.: big slowpokes
B.J.'s Wholesale Club	Sponsor 100 public schools, one for each of its locations; partner with 300 other schools by 2000	Paging Wal-Mart, Price Club, Costco, Sam's, Target
Jewish Social Justice Center	Mobilize 100,000 tutors through Jewish groups in eight cities	Pray for Lutherans, Methodists
YMCA	To meet "safe places" goal, will increase volunteers to 572,000, up 190,500	Make sure they serve at-risk kids, not Yuppies
National Crime Prevention Council	Use local groups to engage 100,000 youths in peer conflict resolution, other projects	Kiwanis, Rotary, Lions—the train's leaving for Philly

Newsweek

PERISCOPE Section—*Commitment watch*

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9 WEEKS TO GO

COMMITMENT WATCH

Pony Up the Pledges

The April 28 bipartisan Summit for America's Future is really snowballing now, though much of the press remains reluctant to report even huge volunteerism commitments as news. Not interested in ponying up? Fine, but don't ever say again, "These social problems should be solved in the private sector." Organizations wanting to commit, call 800-365-0153.

ORGANIZATION	COMMITMENT	CHALLENGE
Scholastic Inc.	Donate a million books to the "America Reads" program	Time to book Random House?
100 Black Men of America	Double the number of at-risk youth mentored to 120,000	Hola! ¿Dónde están Hispanic groups?
May Department Stores	Connect senior-citizen tutors to 100,000 children, in person and online, in 25 cities	Go get Gramps! Every firm could use its retirees.
Boys and Girls Clubs	Increase the number of youth served in after-school programs by 500,000 by 2002	Why are they the only ones building clubhouses?
California University System	Use work-study funds to support 200,000 hours of tutoring a year	Nix dishwashing. Convert all work-study to service.

CLOCKWISE FROM TOP: NO CREDIT (5).

Newsweek

PERISCOPE Section—*Commitment watch*

Each week prior to the April 27–29th Presidents' Summit for America's Future, NEWSWEEK will feature new commitments.

10 WEEKS TO GO

COMMITMENT WATCH

Be Like Colin Powell

Will the April bipartisan Presidents' Summit be just another feel-good confab without concrete results? No. Participation requires specific commitments in: mentoring, safe after-school activities, child health care, education in marketable skills or youth service. Colin Powell's now working full time. Still uncommitted: the auto and defense industries.

ORGANIZATION	COMMITMENT	CHALLENGE
Girl Scouts of the U.S.A.	For 85th birthday, 8.5 million girl-hours of mentoring	Boy Scouts: do your duty
The Pillsbury Co.	\$1.75 million for mentoring this year alone	Can Kraft out-dough Dough Boy?
117 black colleges and universities	Pledge that half of all students will volunteer for tutoring	Match that, Ivy League!
Kimberly-Clark Corp.	\$2 million for playgrounds in 30 cities	Make that a minimum for big corps.
Texas Comptroller's Office	Volunteers to help get 1,000 families off welfare	Yes, bureaucrats can have hearts, too

Newsweek

PERISCOPE Section—*Commitment watch*

Each week prior to the April 27–29th Presidents' Summit for America's Future, NEWSWEEK will feature new commitments.

11 WEEKS TO GO

COMMITMENT WATCH

It's Put Up or Shut Up Time

Attention, anyone who believes the private sector has a role in helping the next generation. The Presidents' Summit for America's Future, sponsored by Presidents Clinton and Bush with Colin Powell, is asking corporations and nonprofits to arrive in Philadelphia on April 27 with "commitments in hand." Each week PERI will track the pledges, so ante up!

ORGANIZATION	COMMITMENT	CHALLENGE
Big Brothers and Sisters	Double their mentoring relationships to 200,000 by the year 2000	Will corporations offer incentives?
LensCrafters	Provide 1 million needy people, especially children, with free vision care by 2003	Paging Pearle Vision
Columbia/HCA Healthcare	Immunize 1 million children by the year 2000	Top that, Humana
Junior Achievement	Enlist an additional 2 million students in entrepreneurship skills program	Communities must commit space
Greek Orthodox Church	Assist one needy child per every 10 families in the 550 Greek Orthodox churches	Baptists, Catholics, etc.—match that ratio, please

Newsweek

NEWSWEEK FEBRUARY 3, 1997

... And today's average journalist believes in his bones that bipartisanship must be boring, even when it's the only real man-bites-dog story in town.

But what if a story came along with the potential to change that dynamic? Actually one did, just last week. Clinton, George Bush and Colin Powell got together to announce the Presidents' Summit for the American Future, April 27-29 in Philadelphia. It is designed to move beyond inspirational rhetoric to expand and coordinate hundreds of community-service ideas. The multiplier effect could prove powerful in really changing lives.

Imagine if this summit were covered like the superpower summits of old. (The goal, saving the next generation, is certainly as weighty.) Imagine, further, that the press treated each major commitment by a corporation or church or nonprofit in advance of the summit as a campaign promise, with tough-minded reporters holding them as accountable as politicians. Imagine how intensive press attention in the next 90 days might kick off a wonderful new arms race—a competition within the private sector to see who can commit the most to spur service. (Beginning next week, NEWSWEEK's Periscope section will do its part by regularly tracking those commitments.) This is hardly a minor story. In the centrist world of the late '90s, it's in the private sector, not in Washington, where children will be mentored, workers trained, social problems solved. Keeping those stories saccharine-free is a creative challenge, but that's what we're paid for.

I still want to see the usual stories on scandals and partisan sniping, and even some celebrities. But isn't it about time we sent a message back to the public that shows we are trying to reconnect to the spirit that lurks, somewhere, in all good journalists—a spirit of idealism coexisting with skepticism? This is about more than getting the public to like us better, so that juries don't destroy what we do. It's about better stories, in a better country.

BY JONATHAN ALTER

Why Service Matters

There are problems government can't solve, so it's up to the rest of us—before it's too late. BY COLIN POWELL

NOT LONG AGO, I VISITED a Boys and Girls Club in a poor area in Florida. I was talking to a group of kids sitting on the floor around me about my own childhood. My family wasn't rich; in fact, we lived in a tenement in the Bronx. But, I told the group, my parents had created an enveloping family environment that gave sustenance, structure and discipline to our lives. We were taught to believe in ourselves. As I spoke, a 9-year-old boy raised his hand. "General," he asked, "do you think if you didn't have two parents you would have made it?"

That kid cut me right to the quick. He was saying, "This isn't my world you're talking about. Can I still make it?" My answer was: "Yes, you can." That boy may not have had what I had growing up, but, I said, "there are people here who care for you, who will mentor you, who will watch over you and teach you right from wrong."

As I began traveling around the country in retirement, my own interests turned inward,



Call to arms: 'I have seen divides that are deeply troubling'

from national security and cold war to what is going on here at home. I have seen social, cultural and racial divides that are deeply troubling. These are problems government can't solve, so it's up to us to get on with it. Last Friday we started: I had the unusual privilege of standing in the White House beside two of the presidents I had served—Bill Clinton and George Bush. One

had defeated the other at the polls, but old rivalries are giving way to a common purpose. We were together to announce the Presidents' Summit for America's Future, which will be held in Philadelphia on April 27-29. Presidents Gerald Ford and Jimmy Carter and First Ladies Hillary Clinton, Lady Bird Johnson and Nancy Reagan will be present to welcome the delegations

from every state and hundreds of volunteer groups. The goal is not just to celebrate "service" but to encourage corporations and nonprofits to further mentoring, skill training, child health care, service to community and safe places for children.

It won't be easy. In my travels, I have met many youngsters. Too many of them are in despair. I saw for myself during 35 years in the military what happens when you take young people, provide a nurturing, structured environment and give them leaders to look up to. I've since wondered what would happen if only we could make that model available to every kid.

I find that so many people are anxious to do more, if only we can help them channel their time, energy and treasure. There's no reason every company in the country can't take one kid, 10 kids or 100 kids and teach them about the workplace. There's also a place for local government. Look at California, where Gov. Pete Wilson has created a program to recruit 250,000 mentors for at-risk youngsters by 2000. Each of us who has been blessed must reach down or reach back and lift up somebody in need.

POWELL, the former chairman of the Joint Chiefs, is general chairman of the Presidents' Summit for America's Future.

SUMMIT COMMITMENTS

as of February 24

Every child in America should have access to five fundamental resources that can help them lead healthy, fulfilling and productive lives: an ongoing relationship with a caring adult - a mentor, tutor, a coach; safe places and structured activities during non-school hours to learn and grow; a healthy start; a marketable skill through effective education; an opportunity to give back through community service.

Commitments are being made to provide these fundamental resources to our nation's youth in each of the categories:

1. An ongoing relationship with a caring adult - - a mentor, tutor, coach.

100 Black Men of America, Inc.

Has committed to mentor 120,000 youth over the next three years. The sixty-eight 100 Black Men chapters provide African-American male mentoring support for young people in "at-risk" situations so that they may reach their fullest academic potential. This commitment represents a doubling of their mentoring relationships.

Big Brothers/Big Sisters

Has committed to doubling their mentoring relationships, reaching 200,000 matches through the year 2000. Service will become an integral part of the mentoring relationship and a key activity for current and future "Bigs and Littles."

OASIS and The May Department Stores Company

Will reach 100,000 children and youth through intergenerational community service programs in twenty-five cities. Sponsored by The May Department Stores Company, OASIS is a national educational program designed to enrich the lives of older adults, with a focus on recruiting, training and supporting volunteers in meaningful community service. Their intergenerational tutoring program will provide one-on-one weekly tutoring to 25,000 students in the first through third grade, will launch a new mentoring-via-computer project to 2,500 youth, present a new interactive series on diversity and self-esteem to 50,000 students, engage 20,000 youth in their interactive Reader's Theater, and involve 2,500 youth in community service by training middle and high school students to teach computer skills to older adults.

One to One/National Mentoring Partnership, Inc.

Will help the nation forge 2,000,000 new mentoring relationships over the next five years and will support national and local leaders who have already made mentoring a priority and mobilize others to do the same. It plans to educate Americans and their organizations about responsible mentoring and what they can do to make it available to every child in this country. It will serve as a resource to mentoring initiative nationwide, and will teach children how to find caring and trustworthy adults to mentor them and adults how to connect with opportunities to mentor children; e.g. Twin cities - 100,000 mentoring relationships, Greater Kansas City YouthFriends - 1,000 caring adult relationships.

NFL Players Association

Is launching a pro-athlete mentoring program for Native American teens in partnership with the Johns Hopkins Center for Indian Health. Over the next 3 years, it will recruit retired and active NFL players to serve as mentors for Indian youth, launch a reservation-based peer leadership and healthy lifestyles curriculum, as well as in-school motivational sessions with NFL players, and an annual summer camp.

Three Television Networks

Have committed to the goals of the summit. ABC's campaign, *Children First*, is a multi-million dollar investment in programming and PSA's that will help recruit thousands of churches and synagogues as sponsors of mentoring projects for young people. HBO and CBS will provide programming and broadcast PSA's to promote the growth of the mentoring movement. The Harvard School of Public Health is spearheading these commitments, and is also committed to mobilizing the Hollywood creative community.

Tucson, Arizona

Will connect every youth in need to an adult who can serve as a positive role model, giving youth hope, pushing them to be independent, and expecting them to succeed. Led by the Volunteer Center of Tucson, partners include city, county, police department, higher education, businesses, non-profits, and neighborhood associations. The goal is to serve 2,000 additional youth by the year 2000 and to engage 3,000 adults in mentoring programs.

Jewish Social Justice Center

Will mobilize 100,000 volunteer tutors and aids in eight target cities.

National Council of Volunteer Centers

committed Volunteer Centers that are members of the Point of Light Foundation will develop 400 new collaborations on new or expanded youth initiatives connecting one million young people with caring adults and/or with the opportunity to serve.

United States Army

The Army commits to taking the lead in encouraging a joint effort among the military services to expand opportunities for active duty, reserve and retired military personnel to volunteer their time as mentors and tutors in schools in their local communities

National Association for Equal Opportunity in Higher Education

Fully supporting the Summit goals, N.A.F.E.O. is pledging that 50% of the student enrollment (approximately 140,000 students) of the 117 historically and predominantly Black Colleges and Universities across the country will engage in Volunteer Community Service Projects in local communities with an emphasis on tutoring and mentoring.

8th Grade class of Julian D. Coleman Academy of International Studies, Indianapolis, Indiana

Have committed to tutoring younger students in the John Hope Elementary School in academic subjects in order to prepare them for a successful transition into middle school. Tutoring will occur twice monthly, focusing on mathematics, language and arts.

Texas State Comptrollers Office/Family Pathfinders Division

Committed to matching 1,000 families on public assistance with teams of volunteers who will assist the families to become independent from welfare by the year 1999. This will be accomplished by working in partnership with Volunteer Centers, interfaith coalitions, religious judicatory organizations and civic clubs in the major metropolitan areas and with individual congregations the clubs in the small towns and rural areas.

The Pillsbury Company

Is launching "Caring Adults and Kids," a comprehensive commitment to help economically disadvantaged young people build and sustain relationships with caring adults. It plans to direct \$1.75 million in grants to mentoring organizations in 1997 alone. In addition to funding, Pillsbury volunteers will provide 50,000 hours of quality one-to-one mentoring to 250 young people in ten communities across the US through their new School-Plus Mentoring program.

Seventh-Day Adventist Church

Will initiate one hundred pilot tutoring projects that will place 3000 trained tutors through their network of community-based centers in ten cities in its first year.

The Salvation Army

Will launch a new mentoring relationship program with a focus on single parents and children. Planning is underway to set specific regional goals for community collaborations and partnerships for this model intergenerational program.

ASPIRA

Will train an additional 2,000 Puerto Rican and other Latino parents by the year 2000 in parent involvement and leadership skills, and encourage them to advocate for the overall academic and personal growth of their children.

II. Safe places and structured activities during non-school hours to learn and grow.

The YMCA of the USA

Will focus on providing a safe place for children and youth to gather in the over 2,000 YMCA's in the US, but also will provide additional caring and supportive adults. Over the next three years, we will increase the number of YMCA volunteers to 572,000. This will mean recruiting 190,500 additional volunteers to help teach the values of Caring, Honesty, Respect, and Responsibility as mentors, tutors, coaches, skill instructors, and fund raisers.

Kimberly-Clark Corporation

Will invest \$2 million to support community playgrounds built by thousands of employees, family members, and neighborhood volunteers in 30 cities across the United States in 1997. Creating safe and imaginative places for children to play and learn will be the heart of K-C's 125th Anniversary Celebration. To facilitate this project, the company has forged an innovative alliance with KaBOOM!, a national non-profit leader in coordinating community-built playgrounds.

Boys and Girls Clubs of America

Will increase the number of youth served by at least an additional 500,000 young people – 100,000 a year over the next five years, and is organizing the adequate financial and human resources at the national and local levels to do so.

National Crime Prevention Council

Create the online Crime Prevention Resource Center with support from the Allstate Foundation to serve as an electronic community resources center for victims and communities hurt by crime. The resource will feature educational games and activities for children, materials and best practices for adults who work with youth, training on neighborhood action to prevent crime. The NCPC is also committing to enroll 100,000 more youth in 20 new sites in its Youth as Resources program, which helps young people design and carry out service projects that address social problems, resolve community issues, and improve their communities. And the NCPC, in partnership with Ameritech, will hold a national conference on Preventing Crime to share with mayors, police chiefs, citizen practitioners, youth, and others the best and latest information on programming to make communities safer and more vital.

American Association of Museums

Provide safe places for children to learn and grow through programming delivered both on-site and in schools and community centers. Museums counted forty-eight million acts of service to school children. The American Association of Museums commits to double the number of young people engaged over the next five years.

The National Exchange Club

Will launch a new national partnership with the U.S. Junior Chamber of Commerce to convene issues forums in communities across the United States to support the development of safe places for all youth. The Clubs will help communities identify issues, develop strategic action plans, and develop successful programs and services to ensure safe places to gather, learn, work, and live.

III. A healthy start.

LensCrafters

Will provide one million needy people, especially children, with free vision care by the year 2003.

Columbia/HCA Healthcare Corporation

Has committed to immunize one million children by year 2000. Columbia, its employees and affiliated physicians, will be able to serve the immunization needs from the more than 600 hospitals, surgery centers, and home care locations.

IV. A marketable skill through effective education.

Junior Achievement

Will lead an effort to introduce an additional 2 million young people to economic opportunity through education, including the connection for many of them with summer jobs and internships by the year 2000.

Pfizer, Inc.

Will build math and science skills by linking schools in all of the Company's 17 domestic locations and in 10 locations around the world to each other and to Pfizer scientists. Scientists will serve as tutors as well as provide guidance for those seeking a career in math and science.

Scholastic Books

Will donate one million books to the America Reads project which will mobilize volunteers to ensure that every child can read by the third grade and continues to read to learn thereafter.

General Federation of Women's Clubs

Pledges to establish and support with volunteers tutoring and literacy projects in each community represented by their 6,500 clubs across the country by the year 2000.

United Way of America

Will elevate their current efforts to improve healthy early childhood develop and school success for the nation's children to an organization-wide priority focus area. The United Way of America will support the development and implementation of 50 additional local United Way collaborative community initiatives to help children enter school ready to learn and succeed in school.

V. An opportunity to give back through community service.

Steering Committee of College Presidents

Through the leadership of the President of San Francisco State University, 21 university presidents have committed 50% or more of their increase in work-study funds to community service initiatives and other university resources to support the America Reads Challenge. Members of the steering committee have also committed to each recruit five other university presidents.

Girl Scouts of the U.S.A

Will dedicate 8.5 million hours of community service by scouts beginning this year, their 85th anniversary, and continuing through the year 2,000. The hours will be devoted to achieving the five resources for, and in this case with, America's youth.

The Youth Volunteer Corps of America

Will double the number of teenage Youth Volunteers to 40,000 will contribute more than a half a million hours a year of quality volunteer service nationwide.

The Bonner Foundation

Will engage its 1,500 students in 22 colleges and universities in a national goal of giving back to others through effective citizen service, targeting the integration of students, faculty, and community members in creating a culture of service for campuses throughout the nation. Projects include establishing community service centers on all Bonner campuses, increasing the mentoring and tutoring hours of scholars, and developing more training and internships.

Veterans of Foreign Wars of the U.S.

Will through their posts, recognize young people and adult youth leaders for their service to their communities through a new youth service award program; work with the Department of Veterans Affairs to recruit young people to volunteer in VA hospitals; and mobilize its members to assist military installations with their volunteer needs.

University of Notre Dame Alumni Association

Will target the improvement and involvement of youth, especially those in low income neighborhoods, in all of its more than 10 annual national alumni service programs as well as through the alumni association's 200 plus local clubs who perform several hundred neighborhood projects a year. The Alumni, through the University's Center for Social Concerns, will convene an annual seminar for other colleges and universities interested in service learning to build stronger programs and more participation in community service for and with young people.

Girls, Inc.

Will encourage girls at 1,000 delivery sites to enhance their community action efforts.

Maryland Youth Service Action Committee

Will develop in the twelve months following the Summit a statewide network of 300+ youth service and leadership organizations across Maryland and encourage each of these to adopt community service as part of their mission.

Women in Community Service

Will form 50 Community Resource Councils to mobilize local leaders across the country to reduce the number of women and children living in poverty by creating service programs to promote self-reliance and economic independence.

Campus Outreach Opportunity League (C.O.O.L.)

Will encourage students on at least 100 college campuses to partner with local secondary school students for an annual day of service.

Youth Service America

Will work toward increasing the percentage of teenagers volunteering in their communities from 59 percent in 1996 to 75 percent by the year 2000, building participation through National Youth Service Day and SERVENet, the comprehensive service hubsite on the world wide web.

Catholic Campus Ministries

Will recruit volunteers to provide 5 million hours of service by Catholic students and faculty on campuses across the nation by the year 2000.

Michigan Nonprofit Association

Will engage 50,000 young people in community problem solving through volunteerism over the next 5 years in the state of Michigan. This is a Connect America partnership in cooperation with Volunteer Centers and Campus Compact higher education institutions in the state.

VI. Many organizations and corporations have committed to focus on more than one fundamental resource. Far reaching commitments include:

The IBM Company

Partnering with United Way of America and AmeriCorps*VISTA, IBM will launch a Technology corps in at least ten US cities to help not-for-profit organizations use up-to-date technology and provide higher quality services to people in need.

AmeriCorps*VISTA members will provide free technology planning, staff training, and donations of equipment and software serving 2,000 not-for-profit organizations. By the year 2,000, agencies served will include day care centers, community centers, and senior citizens centers.

Shell Oil Company

Committed to a national leadership role in Connect America, a national coalition of some 30 major organizations that share a commitment to citizen service as a way to bring Americans together across their differences. Shell has made a corporate -side commitment to support all five goals of the summit at every level of the company through expanded employee volunteering, targeted corporate philanthropy and promotional support.

Greek Orthodox Church in America

Will commit to assisting one needy child per every ten families in the more than 550 Greek Orthodox communities nationwide. It will help these needy children in each of our communities gain access to a healthy start in life.; caring adult relationships; safe to gather, learn and grow; education that provides marketable skills; and opportunities to give back to the community.

Communities in Schools

The largest stay-in-school network is committed to expanding its coordination of community resources and partnerships with the public so that an additional 750,000 young people in need will have access to all five goals enabling them to successfully learn, stay in school, and prepare for life.

BJ's Wholesale Club

Will partner with a public school in each of its markets for a total of 100 schools by the year 2000. This is a comprehensive relationship with students, faculty, parents, and administrators that includes fundraising assistance, product donations, volunteer support, and awards programs. BJ's also is expanding its program that engages school aged children in community service projects to reach 300 schools and more than 100,000 kids

in hundreds of community service projects. The Clubs donate supplies for the service project, and, upon completion, then makes a cash donation to the school.

The New York Volunteer for Youth Campaign

Will recruit and train 25,000 volunteers to provide intense, one-to-one help to 25,000 young people to improve school performance, increase self esteem, and prevent crime. The Campaign is a collaborative of the city's major youth organizations, government, business, and foundations responding to research that shows that eighty percent of NYC youth in one-to-one, volunteer-youth relationships stay out of trouble with the law, do better in school, and increase self esteem.

National Urban Rural Fellows, Inc.

Will incorporate community service into its model leadership training program. From now until the year 2000, Urban Fellows will serve as youth mentors and tutors in the communities in which they are assigned. Fellows will inform and educate each of their communities about the importance and valuable contribution of minority volunteerism which enhances effective education. Plans include engaging all seven hundred graduates, many serving as elected officials, senior executives and entrepreneurs, to create and implement policies that support the five resources for America's youth.

National Council of Negro Women

Will mobilize its 36 national affiliates and 250 community-based sections to deliver the five resources for young people including: deploy an additional 1,000 individuals to provide one-on-one mentoring and tutoring relationships; provide specialized training and internships, especially to stimulate interest and skills in math and science; encourage family volunteering as a part of the Black Family Reunion Celebrations all across the country; and hold Leadership Roundtables in twenty cities to address issues which impact the lives of families and communities, including grassroots strategies to achieve the five resources for children.

AmeriCorps Alums

Will encourage all association members to commit at least 10 hours per month to ongoing service leadership. Local alumni leaders across the country will coordinate with local service providers to provide volunteer people power. The service leadership opportunities will focus on the five summit goals, with preference given to programs supporting ongoing relationships with young people.

VII. Organizations and associations can also support the goals of the Summit by providing critical support for coordination, communication, and operations:

Grantmaker Forum on Community and National Service

Will develop and implement a strategy designed to increase the number and quality of foundation and corporate investments in the field of community and national service. The Forum will work with family foundations, community foundations, private foundations, corporate giving programs, and federated giving programs to create more and better opportunities to engage young people in meaningful service to their communities.

DePauw University, The George Washington University, University of Denver, Morehouse College, University of Notre Dame

Pledge to coordinate and host 30 local Summits by September 1998, as members of the University Summit Advisory Board. Will host a local Summit on their campus and recruit five other universities to host Summits on their campuses.

Council of Chief State School Officers

Will work with states to increase the number that include and support service learning as a key strategy for building civic responsibility, improving the quality of life in our communities, and improving academic achievement for all students. Over the next three years, CCSSO will provide resources and technical assistance to help more states develop their policies and practices, reaching twenty-five states by the year 2000.

Look Who's Back in the Ring With Everything but His Hat

AI By JAMES BENNET

ALEXANDRIA, Va., April 14. — Once again, Gen. Colin L. Powell is not running for President, at a furious pace.

Take Tuesday, for example. He plans, General Powell said today, to tape an appearance, first with "Oprah" (Winfrey, of course) in Chicago and then with "Ted" (Koppel, that is) in Portland, Ore. He will give a motivational speech in Portland and visit a boys and girls' club with, as he put it, "a lot of press in attendance."

All this in the service of a national campaign to encourage volunteers to help children. And nothing else.

"I don't want to give anyone the impression that this is some sort of stalking-horse PAC," the general said, referring to a political action committee as his clipped cadence gathered speed. "stealth PAC, stealth committee, stealth this, stealth that — 'He's ba-a-ack!'"

In an hourlong interview today in his sunny, smallish office here, General Powell said that he did not intend to run for President. But he acknowledged that all the speculation did have a benefit.

"If it wasn't there, then I wouldn't get as much attention that allows me to talk about" volunteerism, he said.

This is not an unfamiliar formula for General Powell. In 1995, as he dangled the possibility of running for President before enthusiastic backers, the general embarked on a hugely successful national tour for his autobiography. After the tour, he announced he would not run in 1996 because the campaign would require "a calling that I do not yet hear."

Over and over today, he gently but firmly nudged the conversation back to the subject that he said preoccupied him now, the plight of children

Continued on Page A21, Column 1

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who are living "in an environment that makes them nothing more than farm teams for jails that we're building at a rapid rate."

He lamented the need for prisons like Rikers Island, which he called "a warehouse for black fathers." The question for society, he said, is, "How do we keep their children from being locked up?"

In two weeks, President Clinton, former President George Bush, General Powell and other luminaries will convene in Philadelphia for the Presidents' Summit for America's Future. The goals of the meeting, and of the campaign that General Powell will lead after it, are to persuade corporations, communities and volunteers to supply children with mentors, with safe places to learn outside school, with skills and more. General Powell is already racking up corporate commitments.

As he occasionally sipped a drink from Wendy's or downed a Girl Scout Thin Mint cookie this afternoon, the general, who is retired, reflected on the lessons about molding people that he learned growing up in the South Bronx — "I was a 'poor people' once," he said, mocking stereotypes — in the military and even when watching nature programs on television.

"You know at what point the paw comes out, and some cub gets swatted in the head," he said approvingly, later recalling similar treatment he received from relatives alert to naughtiness.

If the volunteerism effort succeeds, General Powell said, in five to seven years "you'll see fewer youngsters who are on drugs, who are having difficulty in school and evidencing the sorts of social pathologies that are giving us all such nightmares now."

General Powell is volunteering his services to the campaign until 2000. The date, coming as it does in an election year, is, of course, a coincidence.

The general said questions about how the volunteerism effort might conform to political ambition were inevitable.

"I could either stay in my basement and pretend there's nothing going on outside, and thereby nobody is asking the question anymore — maybe," he said of his options. "Or I come out and use the position I have in American society for some utility and beg lots of questions that I've already answered rather definitively, I thought. And I continue to answer them definitively."

Although he referred to it, General Powell, who is 60, did not repeat the unequivocal rejection of the Presidency that Sherman offered the Republican National Convention in 1884 ("I will not accept if nominated and will not serve if elected").

"I choose not to plagiarize General Sherman," General Powell said, adding, before he could be asked why not, "Because, you know, why? It's just going to go on."

But hope springs still among his ardent supporters.

"The absolute sincerity of his position does not necessarily deprive some of us of hope in the future," said Chuck Kelly, who retired as a venture capitalist in hopes of helping draft General Powell, a Republican, into the last campaign.

But another draft-Powell volunteer, Tex McCrary said of General Powell, "At this point, I accept what he has said."

Mr. McCrary continued to press Dwight D. Eisenhower to run after he passed in 1948, and when asked what made the two cases different, he replied, "I don't know. It may be because I'm 86 years old."

White House aides profess to believe that General Powell will never run for President. But with the general's shadow lengthening across the political landscape once more, there

have been seeming signs of nervousness, as at a ceremony on the South Lawn to promote the chemical weapons ban less than two weeks ago. General Powell, the former Chairman of the Joint Chiefs of Staff and leader of American forces in the Persian Gulf war, found himself seated in the audience. James A. Baker 3d, the former Secretary of State, made it onto the podium.

General Powell laughed off the suggestion that he was slighted by saying he did not go there "to play tiddlywinks."

He said he got along just fine with Vice President Al Gore, saying: "He has said to me, 'Let me know how I can be helpful and what role you think it is appropriate for me to play.'"

General Powell, known as a cautious military leader, said his volunteerism organization would stay out of politics entirely and would not even endorse any legislation.

"It is nonpartisan," he said. "I prefer that to bipartisan."

Mr. Powell said that after he left the Government he said to himself: "I've always tried to speak out for civil rights as a government employee. But now, in private life, I want to do something that would help African-Americans, blacks."

He also wanted a role that involved action — "something operational" — not study. The volunteerism campaign made a good fit, he said.

Among the general's experiences in watching people develop is being a grandfather, and he marveled today at a visit on Sunday from his 2½-year-old grandson, Bryan.

"How many kids do we have in inner cities who didn't have a grandfather to go visit yesterday?" Mr. Powell asked. "Didn't even have a father to go visit yesterday? And if they did, maybe there wasn't a computer there. And maybe there wasn't even a book there. Maybe there was nothing but a television show on with some demented role model — quote unquote."

The New York Times

TUESDAY, APRIL 15, 1997

of Cancer Drugs to Oversee Prescriptions at 11 Cancer Clinics

BY ELISABETH ROSENTHAL

Continued From Page A1

A big British pharmaceutical manufacturer has taken over the management of 11 cancer centers it owns in United States hospitals, in what analysts say is the first case of a maker of drugs actually overseeing their prescription.

Zeneca P.L.C., the British drug company, said that the founder of its Salick Health Care unit had resigned and that it was assuming management of the unit's 11 cancer centers at American hospitals including Cedars Sinai Medical Center in Los Angeles and St. Vincent's Medical Center in Manhattan.

"We are unaware of anything like this elsewhere," said Clifford Hewitt, an analyst with Sanford Bernstein & Company. "It is very unusual for a product company to own a service business of any kind. And this arrangement is a first."

Some medical ethicists were troubled by what they saw as a conflict of interest since Zeneca, the world's second-largest manufacturer of cancer drugs, would now be directly overseeing patients' cancer care. And Dr. Bernard Salick, the founder and chief executive of the cancer clinics, said yesterday that he was concerned that the new arrangement could limit the independence of physicians at the centers.

Zeneca bought a 50 percent stake in Salick Health Care in 1995 and had an option to buy the remaining shares this October. But Zeneca chose to accelerate the timetable, though few analysts anticipated that the deal would be completed so soon.

It had been universally expected that Dr. Salick, a kidney specialist turned entrepreneur, would remain in charge of the company's day-to-day operations and serve as a buffer between Zeneca and the hospitals. Offering big salaries and assurances about maintaining quality at the centers, Dr. Salick has personally closed a number of deals with hospitals and prominent cancer specialists.

For example, when Dr. Salick opened a cancer center at St. Vincent's last fall, he increased the profile of the program by hiring Dr. Ron Blum from New York University and Dr. Timothy Gee of Memorial Sloan Kettering Cancer Center.

Dr. Salick said that he was shocked last week when Zeneca executives informed him that they no longer required his services, since his employment contract was supposed to run through 1999. He said he decided to leave when the company offered him the post of chairman emeritus and relieved him of most of his responsibilities.

Dr. Salick said that he was concerned the new arrangement might make the doctors at his centers less independent. He said that he had

hoped his management team would serve as a "safety valve" to make sure that doctors were able to prescribe whatever medicines they saw fit. He said that he had insisted that his doctors be allowed to collaborate with competing drug companies in their research.

"I am very distressed about this," Dr. Salick said, adding that he was starting a new health care company focusing on diseases like cancer and AIDS to compete with Zeneca.

In a statement yesterday, David Barnes, Zeneca's chief executive, said, "We are sorry that Dr. Salick did not take the role offered to him."

He added that Zeneca's purchase was part of the company's strategy of "seeking broader opportunities to provide services and expertise — as well as pharmaceutical products — to the health care industry." Salick Health Care also owns more than a dozen dialysis centers.

In recent years, pharmaceutical companies have branched out, owning drug-distribution companies and home health care agencies. But never before has a company employed doctors who can prescribe its drugs.

"From a business standpoint this makes sense," said Uwe Reinhardt, a health economist at Princeton University. "They're going to get their arms around cancer care in managed care, and at the same time make sure their products get a fair chance at the table."

"From the patient standpoint," he added, "you would wonder is this the Zeneca cancer clinic and do they have the whole palette of products. If you go to a Mercedes-Benz dealer, you get Mercedes-Benz products."

Executives at hospitals with Salick centers said that while they had expected a Zeneca takeover they were surprised by Dr. Salick's departure. But they expressed confidence that there would be separation between the sales interests of Zeneca and decisions concerning patient care.

"We're not anticipating any changes and we're hopeful that Zeneca's new position will open up new ways to serve our patients," said Dr. Karl Adler, chief executive of Saint Vincent's Medical Center.

Dr. Adler said that physicians could not be readily swayed in their prescribing, so patients would continue to get the drugs they needed.

Some health experts said that they worried more about the larger implications of the deal than about the fate of the 11 Salick centers. They said that when one company could control both the manufacturing of a drug and its distribution, an important patient safeguard had been lost.

"I think we will see more deals like this in the future and the real question is what sorts of checks and balances ought to be in place," said Arthur Caplan, a bioethicist at the University of Pennsylvania. "Having your doctor, your clinic, your pharmacy and your testing lab all owned by the same person is not the optimal structure for health care."

Continued on Page D4, Column 3

The New York Times

TUESDAY, APRIL 15, 1997

March 11, 1997

Service Summit

MEMORANDUM FOR ERSKINE BOWLES

THROUGH: SYLVIA MATHEWS

FROM: BRUCE REED AND STEVE SILVERMAN

CC: KITTY HIGGINS AND DIANA FORTUNA

As you know, you will meet with General Colin Powell Thursday morning, March 13, 1997 at 11 am in the Roosevelt Room to discuss plans for "Presidents' Summit for America's Future" April 27-29 in Philadelphia. Other leaders from the Summit, the Points of Light Foundation, Americorps and the White House staff will participate. See Agenda attached.

Participants

Erskine Bowles

General Colin Powell

Henry Cisneros

Ray Chambers

Susan Stroud, AmeriCorps (Harris Wofford will be in Kansas City at AmeriCorp board)

Col. Bill Smolen, Aide to Gen. Powell

Bob Goodwyn, Points of Light Foundation

Stuart Shapiro, Executive Director, Presidents' Summit for America's Future

Rick Little, Executive Director of Partnership (post-summit follow-up organization)

Marianne Hearn

Bruce Reed

Steve Silverman

Don Baer

Diana Fortuna

Real progress has been made during the last few weeks planning for the Summit, its lead-up and its follow-up. We have made real strides getting ourselves around the hydra-like organization. In fact, today we organized and participated in the first weekly conference call with organizers. We will also meet weekly with organizers (the first of these is the meeting Thursday at which you will host General Powell). Moreover, we are now in daily contact with organizers, especially Stuart Shapiro.

Below is an outline of key progress and questions on key issues.

I. Lead-Up to Summit

Working with Communications, we are developing a Communications strategy for the period leading up to the Summit and the Summit itself (see attached). Our main challenge now is claiming the Summit's higher ground for the President and Vice President. It was the President's idea and he has a demonstrated commitment to this issue. General Powell is also deeply committed to the issue and is spending considerable time organizing the Summit and visiting with the media. Our strategy will include a Presidential event in late March highlighting student service, a radio address in April, events by the First Lady and Second Family along with the Cabinet. Moreover, we are vetting the idea of the President calling for a "Week of Service" beginning approximately April 18, Net Day. Also, we are considering opportunities for National Volunteer Week, the week of April 14. A pro-active outreach during these weeks will allow the President and Vice President to enhance, albeit in a bipartisan way, their legacy as Service Leaders.

II. Attendance

Approximately 3000 attendees are expected. Each of 50 Governors will send a delegation of 5 community leaders. Each of approximately 140 communities will send ten community leaders. Each of the community groups is co-chaired by a selection of the United Way, the Points of Light Foundation and the Corporation for National Service. Approximately 75 Governors and their spouses will attend. Organizers expect 300 leaders of companies and organizations who have committed to service and volunteerism.

III. Program

The three day program is highlighted by three key events (see attached detailed scenario).

- 1) Sunday afternoon, some of the Principals will gather with Philadelphia community volunteers to revitalize the Germantown area, to clean graffiti and parks. This is the major photo-op for Sunday. We will recommend that the Vice President or First Lady participate.
- 2) A televised entertainment gala will take place Sunday night with major entertainers(John Travolta, Barbara Sreisand, Magic Johnson are being considered). Oprah Winfrey is likely to host. The Vice President or First Lady should probably participate.
- 3) Monday morning will be the focal point of the Summit. The President will have a prominent role. General Powell, Vice President Gore, President Bush, Secretary Cisneros will have roles. The leaders will sign a "Declaration of Commitments" committing them to pursuing and implementing service and volunteerism initiatives.

IV. Commitments/Federal Agency Involvement

Large numbers of companies, colleges, non-profits are making commitments of service and volunteerism. Summit organizers are developing criteria to invite the most appropriate "committees" to the Summit. The commitments are being tracked closely in a weekly Newsweek column by Jonathan Alter. The Cabinet agencies are doing their part. Each Secretary will commit its staff to service projects such as mentoring, and adopt-a-school. Moreover, Secretary's will use their bully-pulpit to encourage constituencies to participate in the five objectives/challenges.

V. Post-Summit Partnership and Task Forces

Powell is organizing a 501(c)(3), "Partnership for America's Future" to follow-up the work of the summit. The board of this partnership will likely be chaired by Powell. Henry Cisneros will probably be a Vice Chair. We are seeking a woman to be another Vice Chair. Linda Robb's name has been mentioned. In addition five task forces, reflecting the five objectives of the Summit, are being organized. These task forces will serve as an informal advisory council to the "Partnership" board. The attached list sets forth proposed names. We are awaiting comment from White House staff. Announcements of these task forces are expected next week. We urgently need to provide names to Harris and Henry for consideration. This partnership will have a life of its own for several years.

VI. Management Structure

As discussed above, we have made real progress in understanding and implementing the Summit management structure. John Gomperts has come on as Harris's Chief of Staff. One key issue besides continued close interaction, will be the addition of staff at the Summit and AmeriCorps. We would like to have the Summit hire 2-3 staff (ie. Stacey Spector, Kim Kubine, Jeff Forbes) who could assist organizers and be a liaison to us. Moreover, AmeriCorps would be pleased to have 2-3 schedule Cs from the agencies on a detail basis, pending consideration by WH counsel and the Office of Administration.

Thank you for all your support on this project. Please let us know if you have any questions or comments.

Record Type: Record

To: Bruce N. Reed/OPD/EOP
cc: Elena Kagan/OPD/EOP, Cathy R. Mays/OPD/EOP
Subject: FYI, this is working list of names for summit meeting w/Powell and Erskine

I hear that Erskine reached Powell yesterday, and meeting is being set up.

----- Forwarded by Diana Fortuna/OPD/EOP on 03/04/97 09:46 AM -----

▶ Katherine Hubbard
03/04/97 09:43:59 AM

Record Type: Record

To: Diana Fortuna/OPD/EOP
cc: Stephen B. Silverman/WHO/EOP
Subject: List of Attendees for Volunteerism/Service Summit mtg with Erskine

These are the outside names Steve gave to me for the meeting:

- Rick Little
- Harris Wolford
- Henry Cisneros
- Bob Goodwin
- Ray Chambers
- Stuart Shapiro
- Colin Powell

Maybe:

- Mike Deaver and Leslie Dachs

I don't know who is developing the WH participants for the meeting.

Is there anyone else you would like to add to the list? If not, I will send an email to Vicki and Sylvia with these names. Please advise. Thanks.

THE WHITE HOUSE
WASHINGTON

Bruce -

John feels strongly about Sandra getting involved in the Philadelphia Summit. I've also forwarded this to Steve Silverman.

Thanks -

Sam Latham

SANDRA E. FRUM
3211 Glenbrook Drive
Northbrook, Illinois 60062
Ph. (847) 272-2816
Fax (847) 480-1873
E-mail 70007.4435@compuserve.com

January 28, 1997

*Sandra
all we
are doing
John*

Mr. John Podesta
Deputy Chief of Staff
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear John,

While I was driving down to Galesburg last week, in order to review the bids on the new dorm we hope to build, I got to thinking about my donations to Knox and how I might want to have that money directed. I realized that the one thing I really felt passionate about was the need to encourage - actually, it's more than that: it's closer to inspire - people to volunteer, to get involved, to give something back to their community in one manner or another. At the same time I heard a report on the radio about President Clinton's Summit for America's Future and I thought about how this tied into my interests and how I would like to somehow get involved.

Last night I spoke with John Comperts, my brother-in-law, to ask him for his help. He said he would follow up on it, through the Corporation for National Service, but also suggested that I approach you, as well as Congressman Porter. And so I come to the purpose of this letter.

I do feel very strongly about the need to develop in the youth of this country a desire to volunteer. When asked about the problems I see facing my community, I usually cite the lack of involvement by the residents. It's easy to complain, but very few people want to take the time or make the effort to be part of a solution. This has to change. I would like to be part of that process. Is there any way you can get me involved as a participant in the Summit? While I do not serve any of the leading nonprofit associations or businesses mentioned, I am active in a great number of varied and diverse volunteer and charitable organizations (attached is part of my resume which lists those activities) and perhaps my experience is more typical of the average person who donates her time. I truly appreciate any help you can give me.

Thank you for your time and effort on my behalf.

Sincerely,

Sandra
Sandra E. Frum

Enc.

cc: John Comperts

Sandra E. Frum
3211 Glenbrook Drive
Northbrook, IL 60062

VOLUNTEER AND CHARITABLE SERVICE

- 1986- : COLLEGE TRUSTEE, Knox College, Galesburg, IL: Student Affairs Committee Chairman, Budget Committee Member, Nominations and Planning Committee Member, Development Committee Member, Admissions Committee Member, Presidential Search Committee Member, Planning and Priorities Council Member, Residential Housing Expansion Committee Board Liaison.
- 1987- : NORTHBROOK VILLAGE BOARD: Finance Committee Chairman, Transportation Advisory Committee Chairman, E-911 Committee Chairman, Ad-Hoc Labor Committee Chairman, Planning and Zoning Committee Member, Public Safety Committee Member (Chairman 1987-1993), MIS Committee Member, Fire Chief Search Committee Participant, Finance Director Search Committee Participant.
- 1989- : COLLEGE VOLUNTEER PROGRAM, Glenbrook North High School Guidance Dept.: Chairman 1990-92.
- 1990- : NORTHBROOK CIVIC FOUNDATION, Northbrook, IL: General Projects Chairman-1994, Treasurer-1995; Scholarship Chairman-1996-97 Editor, Newsletter-1996-97; Northbrook Days Co-Chairman-1996-97. Funded by Northbrook Days, a community festival which lasts for 5 days, the Civic Foundation annually donates approximately \$100,000 to the Village. The Northbrook Civic Foundation states as its purpose: "to participate, and to encourage interest, volunteerism, leadership and community involvement ... in activities related to improving our community," including "libraries, education, scholarship, and schools; public health, parks and recreation, improvement and assistance to community youth..."
- 1993- : BOARD MEMBER, National Alopecia Areata Foundation, San Rafael, CA: Chief Financial Officer, Fund Raising, Support Group Leader, 1997 National Conference Committee.
- 1993- : WEST POINT PARENTS CLUB OF ILLINOIS: Newsletter Editor 94-95; Vice President 95-96; President 96-
- 1997- : UNITED WAY COMMUNITY NEEDS ASSESSMENT: Partnership Participant

MISC. OTHER ACTIVITIES:

- 1977-78 OPEN (Organization to Preserve the Environment of Northbrook)
- 1977-86: LEAGUE OF WOMEN VOTERS OF NORTHBROOK: Vice President; Land Use Study Chairman, Fiscal Policy Study Chairman; Caucus By Laws Study Chairman.
- 1978-81: NORTHBROOK PARK DISTRICT ADVISORY COMMITTEE: Chairman.
- 1981-87: NORTHBROOK PARK DISTRICT COMMISSIONER: Leisure Services Committee Chairman, Parks and Planning Committee Member, Finance Committee Member, Golf and Concessions Committee Member.
- 1983-86: NORTHBROOK PLAN COMMISSION
- 1984-85: COUNTRYSIDE MONTESSORI SCHOOL ADVISORY BOARD: Member.
- 1985-87: NORTH SUBURBAN AQUATIC CLUB PARENTS BOARD: President.
- 1991-96: GLENBROOK NORTH HIGH SCHOOL BOOSTER CLUB: Membership Chairman 92-93; Ad Book Chairman 93-96.
- 1994: GLENBROOK NORTH HIGH SCHOOL PRINCIPAL SEARCH COMMITTEE: Member.

Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
005. memo	Diana Fortuna to Reed et al. re: Service Summit Names (1 page)	2/28/97	P2, P5

**This marker identifies the original location of the withdrawn item listed above.
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COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Subject File)
OA/Box Number: 21206

FOLDER TITLE:

National Service-Summit [3]

rs61

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

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

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
006. list	Proposed Task Force Leadership (1 page)	2/28/97	P2, P5

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
007. list	Proposed Task Force [Members] for Goal 5 (1 page)	2/28/97	P2, P5

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
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008. list	Possible Candidates [for Service Summit Task Force/Board] (1 page)	2/28/97	P2, P5
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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
009. list	Additional Possible Candidates for Task Forces by Sector (2 pages)	2/28/97	P2, P5

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Domestic Policy Council
Bruce Reed (Subject File)
OA/Box Number: 21206

FOLDER TITLE:

National Service-Summit [3]

r361

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

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The Union Institute

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Center for Public Policy and Center for Women
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Washington, D.C. 20036-2007
202/496-1630 Fax 202/496-1635
e-mail: mrosenman@tui.edu

FAX MEMORANDUM

2/26/97

TO: Bruce Reed
FROM: Mark Rosenman
RE: Internet on the Summit

Service Summit

I thought that you might want to see some of the chatter on one of the Internet nonprofit/academic listservs.

>>The upcoming Presidents' Summit for America's Future is being billed as a
>>major forum on volunteerism. I would like to know what subscribers think
>>about this initiative?
>>

1st reply --

>There's been quite a bit of discussion on the practitioner side -- it's an
>invite-only celebration that appears to favor the act of volunteering over
>the essential coordination (often by professionals) that ensures any
>activity/program's success. I do hope that the President acknowledges the
>professional volunteer manager's role, and institutional support for the
>position.
>
>

2nd reply --

Having been named a convener for our small community and privy to probably a bit more information, I would disagree. In the process we are currently using to identify our delegation, those professionals who work in organizations and who professionally bring volunteer resources to the table figure prominently. Those interested in more information about the summit can check out their web page: www.citizenservice.org

3rd reply --

atrick Gibson and Deirdre Araujo raise important and interesting issues in their discussion of the forthcoming Presidents' Summit on America's Future, to be held in Philadelphia 27-29 April. I have been involved in a number of meetings with principals of the activity over the past four months, and can offer the following observations.

1) The Summit is the brainchild of the late George Romney (Governor of Michigan, unsuccessful Presidential candidate, founder of National Center for Voluntary Action--now the Points of Light Foundation). Romney's vision was that of mobilizing voluntary spirit, and he persuaded Bob Goodwin (CEO of Points of Light Foundation) and Harris Wofford (CEO of Corporation for National Service, former Senator from PA, former President of Bryn Mawr, founding assoc. director of Peace Corps) to advance this vision. Goodwin brought his board chair (George Bush) along, and Wofford convinced his boss (Bill Clinton).

2) The design for the Summit is the work of Greg Petersmeyer, who was Bush's director of the Points of Light initiative during his term, and who serves as principal consultant to this effort. The Points of Light initiative was governmental, and merged with NCVA to form the nonprofit Points of Light Foundation at the close of Bush's term. Petersmeyer is a thoughtful practitioner, who spent reflection time at the Indiana University Center on Philanthropy after Bush's loss. His tends to value direct volunteering the

highest, and has been known to be skeptical about the motives and contributions of nonprofit professionals, and structured nonprofit organizations.

3) Petersmeyer set out, first, to convince each of the living Presidents and their wives to attend. So far Clintons, Bushes, and Fords have said yes. Nancy Reagan is expected to speak for her husband. The Carters have not yet accepted to personally attend, though they are expected to appear by TV--for reasons here, see Maureen Dowd's columns in the NYT on Carter-Clinton tensions). Needless to say, organizing these formidable personages is a huge task--as the Presidents customarily gather only at funerals for one of their number.

4) Form necessarily preceded content in the planning. The initial planning committee was heavily weighted toward publicists, who liked the idea of holding the event on Presidents' Day. Reason prevailed, though, when one thought of likely Philadelphia weather in February, as well as the need for content in program. This content is now taking the form of "commitments" from businesses and other organizations. These commitments are aimed to take place between now and the year 2000, in five areas: mentoring, safe places to learn and grow, health, marketable skills through education, and community service. To follow the progress of these commitments, see the box in each week's issue of NEWSWEEK, beginning with the Feb. 3 issue. They are typically quantitative, expressed in terms of dollars, hours, or numbers of people to be served.

5) Focus and weight was given the effort when Colin Powell signed on as "general chairman" of the effort. Henry Cisneros will serve as his associate. Powell's key concern is with the fate of at-risk youth. (Clinton's is said to be with service learning and national service; Bush's with volunteering and voluntary action). All three foci can be expected to be strongly represented at the event.

6) Attendance will be by invitation, with about 2000-3000 delegates. 100 cities will send delegations of 10-12 persons (these will be the 50 largest cities, and 50 others where there is a significant volunteer presence). Actual delegates will be named by panels in each city consisting of the United Way director, a CNS-AmeriCorps official, and a volunteer-bureau leader). In addition each governor can bring a delegation of five. It is said that 100 places will be available for national association leaders, and the competition for these seats will surely be fierce. What will happen at the event is yet to be determined: probably a good bit of announcing of commitments, 9 governmental agency that administers AmeriCorps). But should they go it alone,umber of major foundations, typically in the area close to a half-million dollars. Among the key sponsors are Robert Wood Johnson, Kauffman, Kellogg, Packard and Pew Foundations.

8) Community response is varied. Some view it as mere PR; others see it as a chance to involve delegates in local community clean-ups and service while they are in town; others will hope to find an open mike. At yesterday's local organizing session, the question was raised as to how people can be expected to volunteer if they don't have jobs. The heavy columnists in the field are beginning to weigh in: see Pablo Eisenberg's sensible questions in the CHRONICLE OF PHILANTHROPY of 20 February.

9 governmental agency that administers AmeriCorps). But should they go it alone, hoping for a visible commitment and one of the 100 seats? Or should they join in partnership to get their message across. One interesting partnership has been organized by Jeremy Rifkin (of the Foundation on Economic Trends) and Susan Stroud at the Corporation for National Service). It is prepared a "Declaration on Education and Civil Society", which ARNOVA has been asked to sign, along with other national educational associations. The ARNOVA executive office has a copy of this document, and might want to put it out this list.

9) In sum, this is an exciting and fluid piece of Americana, in which much of the genius and more than a bit of the idiocy of our public life will emerge and be revealed.



THE STATE UNIVERSITY OF NEW JERSEY
RUTGERS

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Whitman Hall • Douglass Campus
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(908) 932-0601, Fax: (908) 932-1922

Handwritten signatures:
K. E. ...
S. ...

Walt Whitman Center for the Culture and Politics of Democracy

Director:
Benjamin R. Barber
Whitman Professor of Political Science

FAX TRANSMISSION

TO: Don Baer

ORGANIZATION: Office of Communications

CITY/STATE/COUNTRY:

FAX #: 202-456-1213

PHONE #:

DATE: Feb. 26, 1997

TOTAL # OF PAGES (including coversheet): 5

COMMENTS: DETERMINED TO BE AN ADMINISTRATIVE MARKING
CONFIDENTIAL DATE: 6/21/05
Urgent!!

SENT FROM: Benjamin Barber

PHONE (CONFIRMATION #): (908) 932-6861
FAX: (908) 932-1922 or home: (908) 463-0232

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

INITIALS: ms DATE: 2/26/97

1

CONFIDENTIAL MEMORANDUM

TO: PRESIDENT CLINTON

FROM: BENJAMIN BARBER

February 26, 1997

re: Losing Control of The Summit on America's Future

Mr. President: I believe there is a real danger that you may be losing control of the April Summit on Service in Philadelphia; that, despite your crucial commitment to national and community service, the Summit risks becoming a showcase for an ex-President's private philanthropy (non-civic) approach to service and a four year national platform on which a prospective President (General Powell) can run against you and the Vice-President on what should be YOUR issue. In short, what should be a celebration of your courageous leadership on citizenship, government-civil society partnerships and the linkage of democratic education and community service risks being hijacked for purposes unrelated to and potentially at odds with what you stand for.

I understand and applaud the spirit of bipartisanship that led to involving President Bush and General Powell, but if the price of their involvement becomes too high, if they take over the Summit and what it stands for in the public eye, it will turn out to be a very bad deal -- not just politically but also in terms of fundamental political philosophy and defining civic ideals.

You took from the Bush Administration the tired private heroes approach to service (Points of Light) that made service an alternative to government (federal and local) and an excuse for government simply to drop out, and turned it into an inspiring civic program for the forging of citizenship in young people, the cultivating of social responsibility among individuals and communities, and the creation of a working partnership both between government and civil society and between education and democracy. In this partnership, individual citizens, communities and states as well as the federal government work as collaborators in bringing civic forces to bear on the solving of community problems. Your vision strengthens rather than undermines confidence in government as a partner of citizens and civic associations in confronting the nation's challenges.

Yet the rhetoric in which the summit is being wrapped (and the way it is being represented in the Press) largely abandons this language in favor of privatistic talk about volunteers, and overly optimistic rhetoric about outcomes, and could leave the public with the impression that you, Bush and Powell are going to turn over the nation's problems

to private individuals and associations for solution (the Newt Gingrich "let the churches and charities deal with all our social problems" approach.) In light of the pressures on spending from the need to balance the budget, what should be an exercise in civic spirit may be construed as a cynical abnegation of governmental responsibility altogether.

Moreover, the Corporation, which to me is a MODEL of the partnership between the federal government, the states and civil society associations, seems in danger of being treated as a Big Government special interest player at the Summit rather than as the paragon of what a citizenship-grounded service program can be. Commitments by private philanthropies and corporations are being highlighted while the program that has made service a civic ideal for every young American seems marginalized. While it may be imprudent to use the Summit to try to expand Americorps, it seems equally imprudent to hide it or cast it as just one more player. It is a signature accomplishment of the First Term and if the mood of bipartisanship means anything, surely it means you need no longer play down one of your favorite programs for fear of subjecting it to Republican attack.

My concern is not to "politicize" the Summit by putting your political agenda ahead of Bush's or Powell's (though that might not be such a bad idea!) but to make sure that it is not politicized by others and robbed of its role as a showcase for a very special political philosophy in which the linkage between education and service is highlighted and the role of service as a training ground for citizens and not just a substitute for government is emphasized.

From my meeting with Harris Wofford and Susan Stroud yesterday, I know meetings have already been held with Bruce Reed and that you and the Chief of Staff will be meeting next week with Harris. In the final part of the period leading up to the Summit in April, I believe you need to assure that the Summit once again becomes yours. Because you are the President, anything less will look not like you are modestly counting yourself as primus inter pares but seem like you are weaker than the former President and General Powell. And because you have pioneered a powerful new logic of citizen service and innovated a powerful new instrument for realizing that logic in the real world (the Corporation), it surely must be this logic and this instrument not Colin Powell's Newsweek rhetoric or Ray Chamber's Points of Light talk that are highlighted throughout the weekend.

How service is described, what the cynical press says happened, and who seizes the initiative on what is to be an ongoing program could be one crucial factor in determining the success of your second term. With this in mind, let me

suggest several ideas that may help reassert control over the runaway Summit:

1. YOUR APPEARANCE(S) need to be special and clearly differentiated from those of the former Presidents and General Powell. They should involve not just cheerleading but a clear enunciation of YOUR CIVIC PHILOSOPHY that distinguishes it (though not offensively) from Points of Light and private philanthropy. They should focus on YOUR PROGRAMS from the Corporation to the Two Years of College commitment and make clear why such programs are central to the service ideal. They must invoke your role as the nation's steward with responsibilities to make government work for everyone (and not just to make everyone work for -- or in place of -- government!)

2. THE CORPORATION and what it stands for need to be central to the rhetoric and activities of the weekend. The last time Americorps was spotlighted was at the Summer of Service where all its birthing difficulties were still in evidence. Now it is strong and resilient and extremely popular in the local communities where it is active. I would look for ways to make outstanding Americorps volunteers and their projects a centerpiece for the weekend. The message should be

"Americorps embodies everything we believe about service, the linkage between education and democratic responsibility, the partnering of federal, state and local resources to make projects work, the impact on community outcomes but also on volunteers. Every American should be a volunteer; every volunteer is a citizen in the making; citizens working together is the key to a robust democracy; government is not the cause but the end product of this process of forging responsible citizens."

3. THE POLITICAL PHILOSOPHY undergirding YOUR VISION of service needs to trump the rival visions that will come from Bush and Powell and others. For theirs is a vision that sees service as private and philanthropic, as a substitute for government, as a form of personal activity rather than a form of citizen activity. The philanthropic vision can be used to question government service programs: it not only can argue that service does not need Americorps but that it contradicts the underlying assumptions of Americorps. "You can't pay volunteers," they will say. "Why should government organize points of light that organize themselves very well, thank you?" they will insist. "Let charity do all the things government can't and shouldn't -- deal with poverty, homelessness, unemployment, teen pregnancy" they will argue, in the manner of Newt Gingrich's calling for the private sector to act as a substitute for government.

In short, there ARE real substantive policy implications attached to different articulations of the Service ideal, and if the Summit is defined by some one else's rhetoric it can too easily become a weapon against your philosophy of governance -- an not just in the service sector but in other domains too.

Your service ideal as I understand it envisions a PARTNERSHIP between government and the citizens who constitute government's democratic legitimacy, not an abandoning of government in favor of private sector philanthropy. Service hopes for specific community outcomes for children at risk, but it also aspires to change those who serve and turn their season of service into a lifetime of responsible citizenship, forging a stronger more democratic nation better able to meet its national and global responsibilities.

This message has to come through loud and clear -- from your speeches, from the highlighted activities, and from your leadership and your mastery over the spirit of the weekend. If Philadelphia is seen as a Summit on Citizenship and Social Responsibility that vindicates your determination to put democratic education, responsible citizenship and government/civil society partnerships at the core of your Presidency, you will have succeeded. If it is seen as a Summit on Volunteerism or a Summit on How Private Markets Can Solve all our Public Problems or a perfect platform for General Powell to spend four years in the limelight talking about your issues, you will have lost a vital battle over the role of the civil society/government partnership in the American future and, I fear, (forgive my bluntness) will have diminished rather than have enhanced your Presidency.



THE WHITE HOUSE
WASHINGTON

February 27, 1997

CONFIDENTIAL

MEMORANDUM FOR SYLVIA MATHEWS

cc: BRUCE REED

FROM: DON BAER *DB*

SUBJECT: BEN BARBER

Here is the Ben Barber memo. Ben asks that we not move it around widely. I feel some obligation to move this to the President within 24 hours, in part because the President would take Ben's message very seriously. Should we talk tonight?

Also, I spoke at length with Leslie Dach about the Summit, and we have ideas to push ahead that will work for both the White House and the Summit. I'm ready to discuss when you are.

Service Summit

THE WHITE HOUSE
WASHINGTON

March 3, 1997

MEMORANDUM FOR DISTRIBUTION

FROM: BRUCE REED *BR*
STEVE SILVERMAN *SS*

CC: KITTY HIGGINS
DIANA FORTUNA

SUBJECT: Summit Task Forces

Planning for the Administration's involvement in the "Summit for America's Future," scheduled for April 27-29 in Philadelphia is under way. The first White House working group meeting will take place Wednesday, March 5 at 3 pm in room 180. At that meeting we will begin to discuss the role of the principals, objectives, message/communication, and service/volunteer commitments. However, before that meeting your attention is needed on the following issue.

"Summit for America's Future" organizers are setting up a series of "Summit Objectives Task Forces" which will coordinate substantive follow-up from the Summit. We have received the attached proposed list of Summit Objectives Task Force Chairs and Co-Chairs from the organizers. While AmeriCorps, led by Harris Wofford, has been consulted on this list, the White House has not yet had an opportunity to comment. Sylvia suggested that we forward the list to you for comment. Organizers have suggested that these announcements could be made this week.

Thus, your attention to this matter as soon as possible is vital. Please call Steve (x6-2572) or Bruce (x6-6515) with your comments and suggestions by tomorrow afternoon and we will forward them.

Distribution:

Erskine Bowles
Sylvia Mathews
John Podesta
Ron Klain
Melanne Verveer
Craig Smith

AMERICA'S SUMMIT FOR THE FUTURE
WHITE HOUSE WORKING GROUP
AGENDA

MARCH 5, 1997

- I. Overview of the Summit
- II. Goals and Objectives for the White House
- III. Principals' and Cabinet Involvement
- IV. Attendance/State Representation
- V. Presidential Event/Commitments
- VI. Post Summit Task Forces
- VII. Structure/Communication
- VIII. Assignments: Issue Memos

17.1
11.6 or 11.5

over
2.5

DRAFT

Summit for America's Future

March 1997

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																																																	
						1																																																																																																	
2	3 Agency Commit- ment Memos due	4 Call w/Organizers Inter-Agency Working Group Mting	5 WH Working Group Mtg	6	7	8																																																																																																	
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Summit for America's Future

April 1997

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																								
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Public Relations Worldwide
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Carol Porter

Seals to Action

OPRAH → Celebration of Service

Sunday April 27, 1997

Preliminary Event Rundown (Assumes TV)

*Center at
 Service
 Project?*

SEGMENT	ITEM	SEGMENT TIME	CUMULATIVE TIME
1	Opening Video Module "Here's to the Heroes"	2:30	2:30
2	(Reveal) Choir on Stage Message Song - TBD	3:00	5:30
3	VO Intro MC (Oprah Winfrey)	:30	6:00
4	Oprah Welcoming Remarks and Intro Colin Powell (playon-TBD)	1:30	7:30
5	Powell Remarks	3:00	10:30
6	Oprah set up concept of 5 Fundamental Resources (FR) & Intro 1st FR (Healthy Start) Intro Kid Care (w/VTR?) & Corporate Commitment	1:00	11:30
7	Carol Porter & Corp. Commitment 1	3:00	14:30
	Bumper - Committers		
8	Commercial Break	2:00	16:30
	Bumper - Committers		



9	Oprah Intro Toni Braxton or: Boyz 2 men Hootie & The Blowfish Jewel Babyface Pattie LaBelle	:30	17:00
10	Toni Braxton Song #1	3:00	20:00
11	Toni Braxton Remarks	:30	20:30
12	Toni Braxton Song #2	3:00	23:30
13	Oprah Intro FR #2 (Safe Place to Learn & Grow). Intro Untouchables & Corp. Commitment	1:00	24:50
14	Bill Cleveland (w/VTR?) & Corp. Commitment 2	3:00	27:30
	Bumper - Committers		
15	Commercial Break	2:00	29:30
	Bumper - Committers		
16	Oprah Intro JFK Jr. - Spirit of Peace Corps or Billy Crystal Whoopi Goldberg Robin Williams	:30	30:00
17	JFK Jr. Remarks	2:30	32:30
18	Oprah Intro FR #3 (Ongoing Relationship w/a Caring Adult) Fishing School & Corp. Commitment	4:00	33:30
19	Tom Lewis (w/VTR?) & Corp. Commitment 3	3:00	36:30

RSS
JFK Jr
Eunice
Tad K
← ?

CAA

Ann M. Schreyer

20	VO Intro John Travolta or: Denzel Washington Robert Redford & Paul Newman Al Pacino & Robert DeNiro George Clooney Will Smith	:30	37:00
21	Travolta remarks & Intro Northeast Performing Arts Group	1:00	38:00
22	NEPAG performance	3:00	41:00
23	Oprah Intro FR #4 (Marketable Skill/Effective Education) Intro Granville Academy & Corp. Commitment	:30	41:30
24	Granville Representative (w/VTR?) & Corp. Commitment 4	3:00	44:30
	Bumper - Committers		
25	Commercial Break	2:00	46:30
	Bumper - Committers		
26	VO Intro Larry Bird & Magic Johnson	:30	47:00
27	Bird & Johnson Remarks & Intro. FR #5 (Giving Back to the Community) Intro TBD & Corp. Commitment	2:00	49:00
28	TBD (w/VTR?) & Corp. Commitment 5	3:00	52:00

29	Oprah Intro Barbra Streisand or: Whitney Houston - "Greatest Love of All" Madonna Bette Midler - "Wind Beneath My Wings" Mariah Carey Gloria Estefan	:30	52:30
30	Streisand Remarks Into "People"	3:30	56:00
31	Oprah & Powell thank yous & joined on-stage by celebrities, participants and delegates, kids, etc.	1:00	57:00
32	Closing Song Together - TBD Crawl of Corp. Committers	1:30	58:30

*Note - Those Levels of Corporate Committer Recognition:

- A - Fundamental Resource Segment
- B - Bumpers
- C - Crawl

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Plenary Session/Presidents' Event
Monday April 28, 1997
Preliminary Event Rundown

CNN
 C-SPAN

SEGMENT	ITEMS	SEGMENT TIME	CUMULATIVE TIME
	Preshow Music - U.S. Army Band	15:00	
1	VO Intro Park Director	:30	:30
2	Park Director Welcome Remarks & Intro Henry Cisneros	3:00	3:30
3	Cisneros Call to Order & Intro Colors	1:00	4:30
4	Presentation of Colors By Phil. Joint Scouting Colorguard (USA Band)	2:00	6:30
5	Cisneros Intro Pledge of Allegiance	:30	7:00
6	Pledge - TBD	1:00	8:00
7	Cisneros Intro Star Spangled Banner	:30	8:30
8	Star Spangled Banner - TBD	:30	8:30
9	Cisneros Intro Invocation	:30	12:00
10	Invocation - TBD	1:00	13:00

Atlanta Chicago Dallas Houston Los Angeles New York Sacramento San Francisco Silicon Valley Washington D.C.
 Beijing Brussels Dublin Frankfurt Guangzhou Hamburg Hong Kong Kuala Lumpur London Madrid Melbourne
 Mexico City Milan Montreal Paris Seoul Shanghai Singapore Sydney Taipei Tokyo Toronto



11	Cisneros' Opening Remarks Including Video (The Challenge)	7:30	20:30
12	Cisneros' Intro Mayor Rendel	:30	21:00
13	Mayor Rendel Welcome & Remarks (w/VTR of Phil. volunteers)	5:00	26:00
14	Mayor Intro Gov. Ridge	:30	26:30
15	Gov. Ridge remarks	5:00	26:00
16	Cisneros' Orientation Information	13:30	45:00
17	Cisneros' Intro Phil performance group - TBD	:30	45:30
18	Message Song - <i>Lean on Me</i> ie. "He Ain't Heavy"	3:00	48:30
19	VO Intro Colin Powell	:30	49:00
20	Powell remarks including Video (The Response)	10:00	59:00
21	Powell Intro Pres. Bush	:30	59:30
22	Bush remarks including Hero VTR	10:00	1:09:30
23	Bush Intro Hero & Wave	1:00	1:10:30
24	Powell Intro Nancy Reagan	:30	1:11:30
25	Reagan remarks including hero VTR	5:00	1:16:00
26	Reagan Intro Hero & Wave	1:00	1:17:00

27	Powell Intro U.S. Army Band (Premier of "Service to America March")	:30	1:17:30
28	Performance - "Service to America March"	4:00	1:21:30
29	Powell Intro Pres. Carter	:30	1:22:00
29	Carter (VTR or remote?) remarks including Hero VTR	5:00	1:28:00
31	Carter Intro Hero & Wave	1:00	1:29:00
32	Powell Intro Pres. Ford	:30	1:29:30
33	Ford remarks including hero VTR	6:00	1:35:30
34	Ford Intro Hero & Wave	1:00	1:36:30
35	Powell Intro Pres. Clinton (Band - "Hail to the Chief")	1:00	1:37:30
36	Clinton remarks including hero VTR	12:00	1:49:30
37	Powell Intro Poet - TBD (poet laureate or child?)	:30	1:50:00
38	Poem (original?)	2:00	1:52:00
39	Clinton leads Presidents in signing declaration (with photo ops)	5:00	1:57:00
40	Powell closing	1:00	1:58:00
41	U.S. Army Band - "Service to America March" Reprise	2:00	2:00:00

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Monday Eve

*Powell / Larry King
 Live*

Presidents' Service Awards

SEGMENT	ITEM	SEGMENT TIME	CUMULATIVE TIME
1	Entrance Music	15:00	15:00
2	Informal (Cold) Welcome - Bob Goodwin	1:00	16:00
3	Dinner (w/Music)	60:00	1:16:00
4	VO Intro Host Bob Goodwin	:30	1:16:30
5	Host Remarks (promo performer)	5:00	1:21:30
6	Host Intro Hillary Clinton	1:00	1:22:30
7	Mrs. Clinton Remarks	5:00	1:27:30
	Awards (Goodwin announces, Mrs. Clinton presents Awards)	30:00	1:57:30
9	Goodwin Intros: Tony Bennett Patty LaPone Patty LaBelle or other TBD	30:00	2:27:30
10	Goodwin Goodnights	2:20	2:30:00

*President
 We hope*



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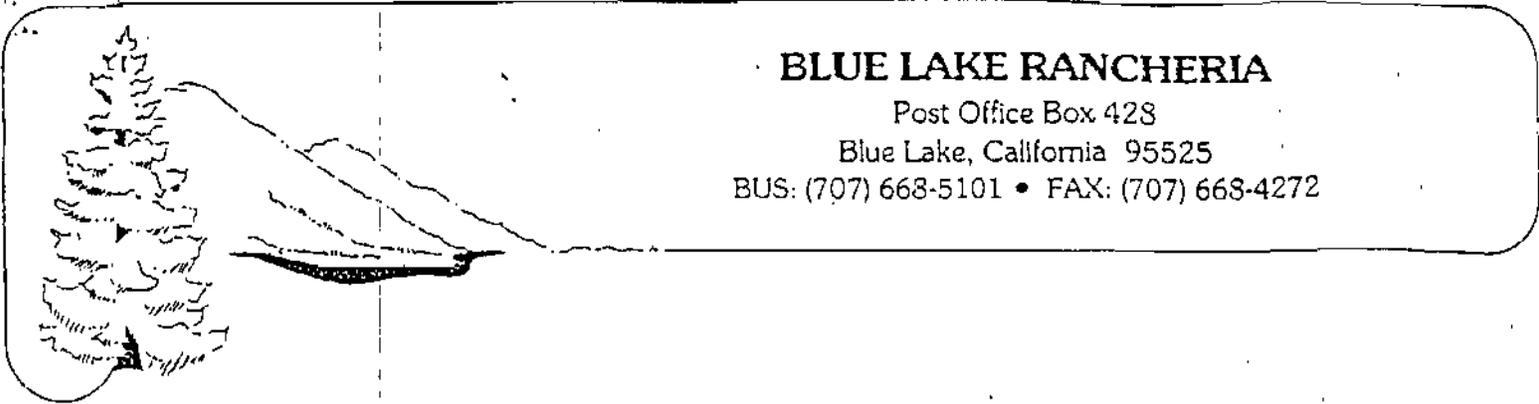
Public Relations Worldwide
EDELMAN

Closing Session
 Tuesday April 29, 1997
 Preliminary Event Rundown

SEGMENT	ITEMS	SEGMENT TIME	CUMULATIVE TIME
1	VO Intro Henry Cisneros (Recap Summit) & Intro "Reactions" VTR	5:00	5:00
2	"Reactions" VTR	1:30	6:30
3	Cisneros Intro Rebecca Richard <i>Rinaldi</i> ³⁰ <i>(Pow)</i> F		7:00
4	Richard <i>Rinaldi</i> remarks	5:00	12:00
5	VO Intro Bill Cosby	:30	12:30
6	Cosby Remarks	7:00	19:30
7	Cosby Intro Powell	:30	20:00
8	Powell Remarks (The "Charge")	8:00	28:00
9	Powell signs & displays Declaration & announces <u>that copies will travel U.S.</u> <u>for vols to sign</u>	1:00 1:30	29:00
10	Intro Ray Charles	1:00	30:00
11	Ray Charles - "America the Beautiful"	4:00	34:00
12	Powell goodbyes	1:00	35:00

+ Richardson *Volley* F





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ERSKIN Bowles

PHONE:

202 456-6603

FAX:

202-456-2464

FROM:

ARLA Ramsey

PHONE: (707)668-5101

FAX: (707)668-4272

RE:

CC:

Number of pages including cover sheet: 3

Message

PROFESSIONAL CAREERS GROUP

MANAGED AND PUBLISHED BY WHARTON ALUMNI AND STUDENTS

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- ALUMNI CAREER SERVICES, INTERNATIONAL
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1997 FEB 21 AM 9:08

February 18, 1997

Summit

The Honorable William Jefferson Clinton
 President of the United States
 The White House
 1600 Pennsylvania Ave.
 Washington, D.C.

Steve S. -
Diana F. -
This looks great.
Can we get Melinda & Anthony?
BR

Dear President Clinton:

When you appeared in our Spring 1994 issue, you rightly stated: "Education is the key to our future" and indeed it is the most important catalyst in American society.

Today's youth will be tomorrow's leaders. All of us have the responsibility to nurture, train and educate our young people. We need to help and motivate our young to attend high school, college and even graduate school.

Your President's Summit on volunteerism on April 27 and 28, 1997 here in Philadelphia can be the launching pad for improved community service and a drive for excellence in education.

Having worked with thousands of smart, dedicated and volunteer-conscious business students over the years, I am uniquely qualified to assist your efforts. I OFFER MY SERVICES AND WOULD APPRECIATE YOUR RESPONSE.

I can mobilize a National team of business students who will volunteer to help and motivate less fortunate young people. My team, composed of bright students ranging in ages from 27 to 30 years of age, will hail from some 30 top business schools. In each of their respective communities, they can motivate those who should be eager to enter high school, college and graduate school. My team would work closely with less fortunate youth. In effect, we will address the problems facing America's youth. My team will be able to devote many hours to this task and we stand ready to help build a grass-roots effort to keep America strong and #1 in EDUCATION.

I would deeply appreciate hearing from your office on this effort and I would also deeply appreciate your notifying Stuart H. Shapiro, Henry Cisneros, Robert Goodwin and former Senator Harris Wofford. I would appreciate being a delegate to your President's SUMMIT.

Gilbert

E. Gilbert Brenner
CEO

cc: MR. ESKINE BOWLES

THE INTERNATIONAL LINK FOR STUDENTS, UNIVERSITIES AND CORPORATIONS

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YOUTH HELPING YOUTH

BUSINESS SCHOOL STUDENT VOLUNTEERS HELPING YOUNG PEOPLE

ORGANIZED BY E. GILBERT BRENNER

<u>NAME OF SCHOOL</u>	<u>NUMBER OF VOLUNTEERS</u>
WHARTON, UNIV. OF PA.	1,150
STANFORD UNIV.	500
HARVARD	1,000
MIT	500
COLUMBIA	600
DARDEN, UNIV. OF VA.	250
TUCK, DARTMOUTH	300
STERN, NEW YORK UNIV.	400
GEORGETOWN	300
CHICAGO	600
UCLA	300
BERKELEY	500
TEXAS	400
MICHIGAN	600
INDIANA	400
PURDUE	400
S. CAROLINA	200
N. CAROLINA	300
EMORY	200
CLARK ATLANTA	300
YALE	400
CORNELL	450
KELLOGG, NORTHWESTERN	650
WASHINGTON UNIV., OLIN	400
MINNESOTA, CARLSON	350
UNIV. OF CALIFORNIA, IRVINE	400
UNIV. OF MIAMI	250
UNIV. OF IOWA	150
WISCONSIN	300

14,550

14,550 business students helping less fortunate young people.

THIS IS VOLUNTEERISM IN ACTION.

cc: MR. FRISKINE BOWLES

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Office in London and representatives in Asia and Latin America

THE WHITE HOUSE

WASHINGTON

February 21, 1997

STEVE,
DIANA
US
Sumit

MEMORANDUM FOR BRUCE REED

FROM: KITTY HIGGINS *Kitty*

SUBJECT: Philadelphia Conference and Mrs. Romney

Mac Lovell, a friend and former DoL Assistant Secretary in the Nixon and Ford Administrations, was also a protégé of the late George Romney from their time together in Michigan at American Motors. He mentioned at lunch earlier this week how pleased Lenore Romney was when he told her about the Spring Conference on Service in Philadelphia and the credit the President gave to Governor Romney.

Mac encouraged us to invite her to Philadelphia. Perhaps we could start with a letter from the President or from you with a copy of the President's remarks. Her address and phone number is as follows:

Mrs. George Romney
1840 E. Valley Road
Bloomfield Hills, MI 48304

810-642-5011

I have been told that JC Watts' legislative director, thinking that he was speaking with an ally, revealed that "they" were planning to "seize" the Presidents' Summit and turn it to their purposes (e.g., sequenced speeches on/introduction of the American Community Renewal Act and parallel "compassionate conservative" initiatives). The "they" is (I believe) the "Renewal Alliance" - Watts, Talent, Coats, Kasich, Ashcroft, Santorum, etc., supplemented by external parties such as Bennett, Huffington, Kemp, Alexander, Woodson, etc.

cc: 
Diana

File: Service Summit

It is not unreasonable to assume that there also is planning focused on the rumored creation of a new quasi-public corporation/program which will provide the infrastructure to bring the Summit down to the state and local level on a continuing basis. In other words, the Summit might well create valuable mechanisms easily co-opted by the Renewal Alliance.

For further information on the Alliance, see David Brooks (2/16/97, page C1) in *The Washington Post* "Outlook" section.

Hi Maria -

a reliable colleague sent this note. I thought it would be good for you to see it.

Love,
Bob

2/21/97
7:30pm

Bruce/Stew -

This is from a very reliable source and friend to the Administration. What's our plan? MARIANNE

cc: Melanne

THE WHITE HOUSE
WASHINGTON

February 19, 1997

MEMORANDUM FOR HEADS OF DEPARTMENTS

FROM: Bruce Reed *BR*
Assistant to the President for Domestic Policy

SUBJECT: Presidents' Summit for America's Future

As the President announced last month, he will serve as honorary Co-chair of the Presidents' Summit for America's Future, along with former President Bush. The summit is a partnership between the Corporation for National Service and the Points of Light Foundation, and it will be held in Philadelphia on April 27-29.

The summit will challenge all Americans to increase their commitment to citizen service and voluntarism. Its goal is to mobilize millions of citizens and thousands of organizations to ensure that children and youth across the country have what they need to lead healthy, fulfilling, and productive lives.

Federal agencies will take part in meeting this challenge. We are forming an interagency work group to develop the Federal government's service commitment for the summit. Therefore, you should designate a Presidential appointee who can join this working group and represent your agency in this process.

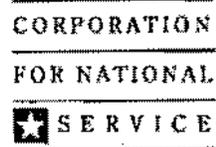
We will hold the first meeting of this group on Tuesday, February 25 at 11:00 a.m. in Room 472 of the Old Executive Office Building. Please call Jennifer Bazzell at 456-5603 to let us know who will represent your agency at this meeting, and to give us clearance information. If you have any questions, you can call Diana Fortuna of my staff at 456-5570.

Thank you.

cc Bruce
Elena

Service
Summit

MEMORANDUM



TO: Bruce Reed
FROM: Harris Wofford *HW*
SUBJECT: President Clinton's Participation
in the Presidents' Summit for America's Future

Plans are moving forward for the Summit in Philadelphia on all fronts. The White House ceremony provided an inspiring and highly visible launch which has generated enormous public interest in the Summit and a powerful introduction to the private, public, and independent sectors. Each week, we secure new commitments for young people and their future ... and each week a few of these are reported by Newsweek with a challenge for more (attached). Communities and Governors have been invited and are convening delegations to attend the Summit. And the program and the agenda are taking shape.

The Summit will have three focal points. First, the President and former Presidents Bush and Ford, and the First Ladies will join in the historic call to commitment and action. Second, local and national leaders from all sectors will announce their organizational commitments to action -- mobilizing their people and their abilities for an unprecedented effort to turn the tide for America's youth by the turn of the century. Third, delegations from approximately 100 communities and all 50 states will work together to turn the message of the Summit into concrete plans for state and local action.

The participation of the President and the First Lady is requested for the **entire day and evening of Monday, April 28** for a series of substantive and ceremonial activities. Monday is the centerpiece of the Summit and begins with a morning plenary at Independence Hall with the President and First Lady and former Presidents and First Ladies, a reception with corporate chief executive officers, foundation presidents, governors, mayors, and the heads of national nonprofits, a policy forum on the five resources for young people -- goals around which the Summit is organized-- and, finally, the presentation of the President's Service Awards that evening. The President could then depart about 9:00pm. All of these are being covered by national media, from the morning shows to evening news to continuous cable programming. The President's main statement would probably best fit at the morning ceremony, but he would play a key part in the forum on the Five Goals and in the President's Service Awards in the evening.

1201 New York Avenue, NW
Washington, DC 20525
Telephone 202-606-5000

While Monday is the Presidents' day, there is a vigorous agenda for the rest of the Summit:

Sunday of Commitment

Sunday, April 27

As delegates and national commitment makers begin to arrive for the Summit, Philadelphia will hold a Sunday of service projects and special events to showcase how a community can become a "five star city of service" for and with young people. AmeriCorps and other Corporation for National Service programs, volunteer and civic groups, schools, city offices, and communities of faith will work together on several neighborhood projects. Delegates will join them in service projects that symbolize the potential outcomes of the Summit and the goals of providing mentors, tutors (for the America Reads Initiative), a healthy start, safe places with structured activities in the non-classroom hours, education with marketable skills, and the opportunity for all young people to give back through community service. The Summit will formally begin on Sunday evening with a Philadelphia-focused celebration and national entertainment. A prime time special for Sunday night is being explored.

Presidents' Day

Monday, April 28

Ceremony at Independence Hall: this is the centerpiece of the Summit. The morning opening ceremony is being planned for Independence Hall and its grounds. All 2,000 delegates and national invitees will be in attendance, along with corporate, foundation, nonprofit, communities of faith leaders, governors, mayors, and members of Congress. The ceremony is organized around a call to commitment – for Americans to pledge to serve, for each of us to put our individual gifts to work for the common good, for us to renew the sense of civic responsibility. The ceremony will feature the President and First Lady and their predecessors with their citizen service heroes as a tangible, inspiring representation of the difference each person can make in achieving the Five Goals of the Summit.

Declaration of Commitment: after the Ceremony, the Presidential participants will leverage the symbolism of Independence Hall and sign a Declaration of Commitment ... a brief supporting statement of the five resources needed for every young person in America. The "Declaration of Commitments" will also be signed by governors, mayors, CEO's, foundation and non profit presidents, by the attending delegates, and by individual citizens signing on the web (many of those signings will take place on Tuesday).

Reception: following the ceremony, there will be a reception for the governors, members of Congress, CEO's of commitment organizations with President and Mrs. Clinton and the former presidents and first ladies.

Issue Forums: this session focuses on the expanded citizen service and institutional commitments that will ensure that all of our youth have access to the five fundamental resources: an ongoing relationship with a caring adult; a mentor, tutor, coach; safe places with structured activities to learn and grow; a healthy start; a marketable skill through effective education; and an opportunity to give back through community service. The President would be the leader and an active participant in this interactive session on challenges and model public, private, and nonprofit approaches. This is a substantive session, with a fair amount of exchange between and among participants including governors, mayors, CEO's, and young people. There will be additional forums ongoing throughout the afternoon.

President's Service Awards: the Awards will be the culmination of the day, illustrating what the creativity and energy of "everyday" Americans can accomplish for the common good. The President's Service Award is the highest honor in the volunteer world, presented each year by either the President or the First Lady during National Volunteer Week. These twenty-five winners culled from a national competition demonstrate that somewhere in America, every day, solutions are being found to the problems we face. Governors will also be involved in the presentation.

Communities Day

Tuesday, April 29

All during the Summit, community and sector delegations will have been meeting to share best practices and to plan their strategies for their own communities. This day will focus on the reality that "all service is local". General Powell will chair and Secretary Cisneros will be a very active participant. Panels and plenaries will be interspersed on this final day, culminating in a closing ceremony.



THE SECRETARY OF VETERANS AFFAIRS

WASHINGTON

FEB 12 1997

The Honorable Harris L. Wofford
Chief Executive Officer
Corporation for National Service
1201 New York Ave, NW, 8th Floor
Washington, DC 20525

Dear Mr. Wofford:

The Presidents' Summit for America's Future will present this country's veterans' service organizations (VSOs) with an excellent opportunity to highlight their many programs that benefit America's youth. I have spoken with the leadership of the largest organizations, and they are eager to participate, support, and commit to the goals outlined by President Clinton last month.

Many people are aware that the Department of Veterans Affairs (VA) hospitals and other veterans' facilities benefit from hundreds of thousands of volunteer hours. Overlooked, however, is the fact that since their inception, nearly all the nation's veterans groups have focused on the welfare and education of the nation's youth. The American Legion, the Disabled American Veterans and the Veterans of Foreign Wars, for example, all offer scholarships, citizenship and civic responsibility programs, and volunteer and financial assistance to schools and youth organizations.

The American Legion is particularly eager to discuss their participation in the program to immunize every child by age two. The Legion's childhood immunization program started in 1944. In addition to its outstanding and growing Boys State and Boys Nation (and their Auxiliary's Girls State and Girls Nation) and American Legion Baseball programs, the Legion is also working to establish a program to help high school teens with disabilities. The Legion wanted me to share with you and the President the fact that their corporate giving comes to about \$5 million since 1955 to more than a dozen organizations that directly assist America's youth. The Legion's achievements are not unique. They are duplicated by VSOs across the country.

I urge you to consider reserving 50 delegates for veterans who have added to the life and welfare of their communities. I sincerely feel that these 50 delegates will add immeasurably to the success of the Summit. I will be glad to identify veterans from around the country who would be excellent choices.



Putting Veterans First

2.

The Honorable Harris L. Wofford

I know the time is short for identifying these delegates. The Office of Intergovernmental Affairs is working to bring success stories and commitments from the organizations to the attention of the Summit organizers and its national audience in April. Ken Mireles, who serves as the VA contact, will help coordinate our efforts. He can be reached at (202) 273-5768.

I look forward to working closely with your office as the plans for the Summit come together, and I appreciate any assistance you can provide to ensure that representatives of the nation's veterans have a place at the table.

Sincerely,

A handwritten signature in black ink that reads "Jesse Brown". The signature is written in a cursive, flowing style.

Jesse Brown

JB/jh

United States Senate

WASHINGTON, DC 20510-4602

February 13, 1997

The Honorable Harris Woffard
Chief Executive Officer, Corporation for National Service
1201 New York Avenue, N.W.
Washington, D.C. 20525

Dear Harris:

We would like to commend the Corporation for National Service and the Points of Light Foundation for joining forces to host "The President's Summit for America's Future."

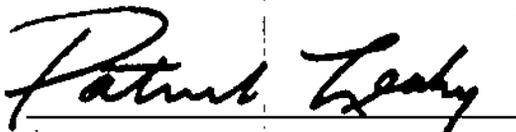
This summit offers a wonderful opportunity to bring together many diverse interests, including corporations, educational institutions, non-profit and religious organizations, and state and local leaders, to promote voluntary service. Promoting volunteer service among our young people and stimulating their interest and involvement in the communities they live in is one of the greatest investments we can make in our future.

Summit organizers propose to draw participants from the largest cities of each state and the country as a whole. While that distribution guarantees a discussion of volunteer opportunities in urban areas, we are concerned that the unique problems facing rural residents could fall between the cracks.

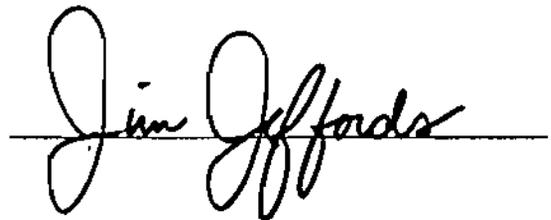
To ensure that the summit lives up to its potential to promote volunteer service and improve the lives of young people in all of our communities, we urge you to also seek participants to represent rural areas. Specifically, we recommend a ten person delegation from each of the fifteen most rural states, chosen by State Commissions for National Service in cooperation with the Points of Light Foundation, State Rural Development Councils, and the Extension Service. These participants would bring a rural perspective to the summit that is missing in the current format.

Thank you for your consideration and for your commitment to community service.

Sincerely,



Patrick Leahy



Jim Jeffords

Shirley Ford

Tom Rabyelle

Max Baucus

Byron L. Dorgan

Tim Hutchinson

Tom Harbo

SERVICE SUMMIT

Summit Issues

- Federal Agency Meeting tomorrow
 - Bruce to open meeting
 - Presentation by Corporation/Harris
 - Assignment to Federal agencies:
 - What you are already doing
 - What you propose to do
 - Sort by 5 areas
 - Guidance:
 - Direct voluntarism by Federal employees (unions?)
 - Federal support for others' commitments
 - Integrate service in existing/new commitments
 - America Reads/tutoring
 - DC/local communities
- How agencies/secretaries can help garner commitments

Ken: waive in FS
TX Waiver is on TRAF, Med 12, F.S.
Emp. System (Miss.), UI no

0-3
WTW
Crime prevention

- President's activities at Summit
 - Just morning program?
 - Heroes
 - President's Service Awards?
 - Other 3 principals
- Pre-summit activities
 - National Service Scholars?
 - President's Service Awards
 - National Volunteer Week
 - Benton event on 3/3

Memorizing
Safe places
Etc.
Health
Opp to serve others

→ DC
WTW
0-3
Amer. Reads

NEWS OF POTUS SPEECH

- - HS service reqt.
- - Faith-based math (Cancel)
- - EO on fed. workers
- - Net Service Scholars

**FEDERAL INTERAGENCY GROUP ON
PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE**

February 25, 1997

I. Overview and Introductions

Bruce Reed
Steve Silverman

II. Presentation on Summit:

- Goals
- Format
- Organization
- Commitments to date
- How Federal agencies/agency heads can encourage commitments

Harris Wofford
CEO, Corporation for
National Service

III. Assignment to Federal agencies:

Ideas for your agency's proposed commitment:

- what you are already doing
- what you propose to do (outline by 5 areas)

Types of Commitments:

1. Model employer/voluntarism by Federal employees
2. Integrate service into existing/new Federal initiatives
 - America Reads
 - Welfare to work
 - Crime prevention
 - 0-3 early learning
 - D.C., other local initiatives
 - etc.
3. Federal support for commitments by others
4. Encouraging commitments by agency constituency groups

Due Friday, February 28
Fax to Diana Fortuna at 456-7431

IV. Next Steps/Meeting

Service Summit

MEMORANDUM

DRAFT

TO: Bruce Reed
FROM: Harris Wofford
Corporation for National Service
SUBJECT: President Clinton's Participation
in the Presidents' Summit for America's Future

bcc Stuart Shapiro

from Melinda

Plans are moving forward for the Summit in Philadelphia on all fronts. The White House ceremony provided an inspiring and highly visible launch which has generated enormous public interest in the Summit and a powerful introduction to the private, public, and independent sectors. Each week, we secure new commitments for young people and their future ... and each week a few of these are reported by Newsweek with a challenge for more (attached). Communities and Governors have been invited and are convening delegations to attend the Summit. And the program and the agenda are taking shape.

The Summit will have three focal points. First, the Presidents and First Ladies will join in the historic call to commitment and to action. Second, local and national leaders from all sectors will announce their organizational commitments to action - mobilizing their people and their abilities for an unprecedented effort to turn the tide for America's youth by the turn of the century. Third, delegations from approximately 100 communities and all 50 states will work together to turn the message of the Summit into concrete plans for action.

The participation of the President and the First Lady is requested for the day of **Monday, April 28** for a series of substantive and ceremonial activities. Monday is the centerpiece of the Summit and begins with a morning plenary at Independence Hall with the former Presidents and First Ladies, a reception with corporate chief executive officers, foundation presidents, governors, mayors, and the heads of national nonprofits, a policy forum on the five resources for young people around which the Summit is organized, and, finally, the presentation of the President's Service Awards that evening. All of these are being covered by national media, from the morning shows to evening news to continuous cable programming. Monday is being held on the former Presidents' calendars as well.

While Monday is the President's day, there is a vigorous agenda for the rest of the Summit:

Weekend of Commitment
Saturday and Sunday, April 26 and 27

As delegates and national commitment makers begin to arrive for the Summit, Philadelphia will hold a weekend of service projects and special events to showcase how

a community can become a "five star city of service" for and with young people. National service programs, volunteer and civic groups, schools, city offices, and communities of faith will work together on several neighborhood projects. Delegates will join them in one signature service project that symbolizes the potential outcomes of the Summit and the goals of providing mentors, tutors, a healthy start, safe places, marketable skills and the opportunity to give back through service for all of the city's youth. The Summit will formally begin on Sunday evening with a Philadelphia-focused celebration and national entertainment.

Presidents' Day

Monday, April 28

Ceremony at Independence Hall: this is the centerpiece of the Summit. The morning opening ceremony is being planned for Independence Hall and its grounds. All 1500 delegates and national invitees will be in attendance, along with corporate, foundation, nonprofit, communities of faith leaders, governors, mayors, and members of Congress. The ceremony is organized around a call to commitment – for Americans to pledge to serve, for each of us to put our individual gifts to work for the common good, for us to renew the sense of civic responsibility that has served us well throughout our history as a nation. The ceremony will feature the President and First Lady and their predecessors with their heroes as a tangible, inspiring representation of the difference each person can make in a young person's life.

Declaration of Commitment: after the Ceremony, the participants will leverage the symbolism of Independence Hall and sign a Declaration of Commitment ... a brief supporting statement of the five resources needed for every young person in America. This document, a "declaration of interdependence", will be signed later by governors, mayors, CEO's, foundation and non profit presidents, by the attending delegates, and by individual citizens signing on the web.

Reception: following the ceremony, there will be a reception for the governors, members of Congress, CEO's of commitment organizations with President and Mrs. Clinton and the former presidents and first ladies.

Issue Forums: this session focuses on the expanded citizen service and institutional commitments that will ensure that all of our youth have access to five fundamental resources: an ongoing relationship with an adult, safe places to learn and grow, a healthy start, a marketable skill through effective education, and an opportunity to give back through community service. The President would be the leader and an active participant in this interactive session on challenges and model public, private, and nonprofit approaches. This is a substantive session, with a fair amount of exchange between and among participants including governors, mayors, CEO's, and young people. There will be additional forums ongoing throughout the afternoon.

President's Service Awards: the Awards will be the culmination of the day, illustrating what the creativity and energy of "everyday" Americans can accomplish for the common good. The President's Service Awards are the highest honor in the volunteer world, presented each year by either the President or the First Lady during National Volunteer Week. These twenty-five winners culled from a national competition demonstrate that somewhere in America, every day, solutions are being found to the problems we face.

Communities Day

Tuesday, April 29

All during the Summit, community and sector delegations have been meeting to share best practices and to plan their strategies for their own communities. This day will focus on the reality that "all service is local". General Powell will chair and Secretary Cisneros will be the keynote speaker. Panels and plenaries will be interspersed on this final day, culminating in a closing ceremony.

EB: Dear Mr. Huffington, Bush people, leaving him behind

Col. Bill Smullen
David Crossen, Edelman
Newark CW box (-wednesday)

Campillo - 10,000 youth service corps

Service Summit

Diana Fortunato 02/18/97 04:02:55

Record Type: Record

To: Bruce N. Reed/OPD/EOP
cc: Elena Kagan/OPD/EOP
Subject: Service summit

I hear there may be a meeting at 5pm today on the summit, so here is a quick update.

The Corporation still owes us its list of ideas for the President's involvement before the summit. When I get that, I will turn it into an options memo for you.

The first meeting of the Federal agencies will be next week. I will drop off a copy of the memo inviting agencies for your OK today.

Here is the agenda for the summit that its organizers now envision. The big event for the President is on Monday morning. They would like him to be there all day Monday if he can. Scheduling is holding time, but I need to get them a formal scheduling request.

Sunday April 27:

- Events in Philadelphia, including some kind of showcased "service site" that has not yet been identified --- perhaps a school or a "safe place". Mayor Rendell has been very involved in this.
- 4pm: a welcome ceremony that they are trying to package for TV that will tell individual stories. George Stevens of the Kennedy Center is working on this.
- Evening: a Philadelphia gala of some sort

Monday April 28:

- Morning: the big event at Independence Hall, with the President, Bush, Ford, reps of other former Presidents. They say they want speakers to emphasize "hero stories." Powell serves as MC, as he does throughout the event. They also still like this idea of having everyone sign a "declaration of commitments", as we discussed.
- VIP brunch to thank corporate sponsors, receiving line, mayors, etc.
- Afternoon: 2 separate tracks. One is for the 100+ communities attending to talk about how to make this happen. The second track is corporate CEO's and Governors talking about how to leverage commitments. If the President were to stay, they would suggest the second track, perhaps with him chairing a roundtable.
- Reception in evening, followed by option of the President presenting the "President's Service Awards" that night. These awards have historically been presented in a Rose Garden ceremony, but the summit people think doing it that night is a good idea. The First Lady presented them last year.

Tuesday April 29:

- Plenary panel with Cisneros chairing
- A major talk show may do a live broadcast in the morning
- Closing ceremony at lunch at the convention center, with all those there signing the "declaration of commitment" in blocks of 10 people

THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

FOR RELEASE
January 24, 1997

CONTACT: Jim Issokson
1-800-639-1288 or 202-371-8122

CLINTON, BUSH ANNOUNCE PRESIDENTS' SUMMIT ON SERVICE

WASHINGTON, D.C. – President Bill Clinton and former President George Bush, joined by Vice President Al Gore, today announced “The Presidents’ Summit for America’s Future,” aimed at bringing America to a new level of commitment to volunteer service, especially targeting the nation’s young people.

President Clinton and the former Presidents will serve as honorary Co-Chairs of the Summit, which will be held April 27-29 in Philadelphia. Presidents Clinton, Bush and Ford will attend. President Carter and Lady Bird Johnson, while unable to attend, have pledged their support. President Reagan will be represented by Nancy Reagan.

Gen. Colin Powell will serve as General Chairman. Henry Cisneros, former Secretary of Housing and Urban Development, will serve as Vice Chairman.

In announcing the Summit, President Clinton said, “Much of the work of America cannot be done by government, much other work cannot be done by government alone. The solution must be the American people through voluntary service to others.”

In today’s East Room announcement, former President Bush said, “The Philadelphia summit is about getting more people off the sidelines. It is about citizens pulling together, leading by example, and lifting lives.”

Some 50 commitments for specific future actions have already been received from voluntary, religious, and educational organizations, business, media, and local and state governments.

The Presidents’ Summit for America’s Future was conceived by the late Gov. George Romney of Michigan and initiated as a joint effort by two of America’s leading organizations dedicated to service: The Points of Light Foundation and The Corporation for National Service.

General Powell said of the Summit: "I can't think of a better task for my generation. We received so much from our own parents. It is only appropriate that we give back in kind. Our young people are facing unprecedented challenges. They deserve the same kind of support from their country as we received, but it will take extra effort from all of us to make this possible. With the help of millions of Americans, we can, as a nation, turn the tide for America's youth."

Summit partners point to growing evidence that young people today face serious threats to their futures – and even their lives; thus, the urgency leading to the April Summit. Studies show, for instance, that:

- A child is abused every 13 seconds in America, with almost 3 million reports of such abuse filed each year.
- 1 in 9 African-Americans between the age of 12-15 are victims of violent crime.
- The number of children under age six living in poverty has increased 50% since 1979.
- Cigarette and marijuana use is increasing again among high school students.
- Suicide rates for children between 5-14 doubled between 1970-1988.

The Summit is organized on the proposition that America's young people must have access to five fundamental resources that can help them lead healthy, fulfilling and productive lives:

- An ongoing relationship with a caring adult or mentor;
- Safe places to learn and grow;
- A healthy start;
- A marketable skill through effective education;
- An opportunity to give back through community service.

The Summit itself will have three focal points. First, the Presidents and First Ladies will join in the historic call to commitment and to action. Second, local and national leaders from all sectors will announce their organizational commitments to action – mobilizing their people and their abilities for an unprecedented effort to turn the tide for America's youth by the turn of the century. Third, delegations from approximately 100 communities and all 50 states will work together to turn the message of the Summit into concrete plans for action.

In the weeks leading up to the Summit, a national partnership engaging dozens of leaders and organizations from all sectors will develop targets for specific increases in volunteer service and put in place the framework for an extensive follow-up campaign.

Some of the substantial commitments that already have been made include the following:

- Columbia/HCA Healthcare Corporation has committed to immunize one million children by the year 2000. Columbia, its employees and affiliated physicians, will be able to serve the immunization needs from more than 600 hospitals, surgery centers and home care locations.
- LensCrafters will provide one million needy people, especially children, with vision care by the year 2003.
- The 400 local Volunteer Centers affiliated with The Points of Light Foundation will connect one million young people with caring adults or with the opportunity to serve.
- Communities in Schools will expand its programs so that an additional 750,000 young people in need will be better able to successfully learn, stay in school and prepare for life.
- The Greek Orthodox Church in America has committed to assist one needy child per every ten families in the more than 550 Greek Orthodox churches nationwide.
- Big Brothers/Big Sisters has committed to doubling their mentoring relationships, reaching 200,000 matches through the year 2000. Service will become an integral part of the mentoring relationship.
- Shell Oil has made a corporate wide commitment to support all five goals of the Summit at every level of the company through expanded employee volunteering, targeted corporate philanthropy, and promotional support.

Funding for the Summit is being provided by the W.K. Kellogg Foundation, the Pew Charitable Trusts, the David and Lucile Packard Foundation, the Robert Wood Johnson Foundation, and the Ewing Marion Kauffman Foundation.

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THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

KEY QUESTIONS AND ANSWERS

When and where will The Presidents' Summit for America's Future be held?

The Summit will take place in Philadelphia, from Sunday, April 27, through Tuesday, April 29. The opening and closing ceremonies will be held at Independence Hall with most of the working sessions to be conducted at Philadelphia's Convention Center.

What are the goals of the Summit?

The Summit's goal is to mobilize millions of citizens and thousands of organizations from all sectors in order to ensure that all of our youth have access to five fundamental resources that can help them lead healthy, fulfilling and productive lives:

- An ongoing relationship with a caring adult or mentor;
- Safe places to learn and grow;
- A healthy start;
- A marketable skill through effective education;
- An opportunity to give back through community service.

Through specific, measurable commitments toward these goals from individual organizations from every sector in America, and through community initiatives, the aim is to turn the tide for America's youth.

The Summit's goal is to make effective citizen service an integral part of the American way of life.

Who is involved in the Summit?

President Clinton and the former Presidents will serve as honorary co-chairmen of the Summit. General Colin Powell will serve as General Chairman of the Summit. Former Secretary of Housing and Urban Development Henry Cisneros will serve as Vice Chairman. The Summit is being organized at the initiative of the Corporation for National Service and the Points of Light Foundation. Former Senator Harris Wofford heads the former, and Robert Goodwin, who headed President Bush's initiative to aid Black Colleges, directs the latter. Stuart Shapiro, M.D., the former Health Commissioner of Philadelphia, is the Chief Executive Officer of the Summit organizing team. Many national non-profit organizations are already collaborating as partners in the Summit.

What is happening at the Summit?

First, the Presidents and First Ladies will join in the historic call to commitment and to action. Second, local and national leaders from all sectors will announce their organizational commitments to action – mobilizing their people and their abilities for an unprecedented effort to turn the tide for America's youth by the turn of the century. Third, delegations from approximately 100 communities and all 50 states will work together to turn the message of the Summit into concrete plans for action. The delegations will return home and plan their own local Summits that will stimulate further steps to meet the major goals.

How is the Summit being funded?

Funding for the Summit is being provided by the W.K. Kellogg Foundation, the Pew Charitable Trusts, the David and Lucile Packard Foundation, the Robert Wood Johnson Foundation, and the Ewing Marion Kauffman Foundation.

What are Summit commitments?

Organizations and institutions from the private, nonprofit and public sectors commit to achieving specific goals and taking specific steps to meet those goals. For instance, in some cases, they might pledge increased resources or more volunteers. Some of the first commitments being announced today include:

- Columbia/HCA Healthcare Corporation has committed to immunize one million children by the year 2000. Columbia, its employees and affiliated physicians, will be able to serve the immunization needs from more than 600 hospitals, surgery centers and home care locations.
- LensCrafters will provide one million needy people, especially children, with vision care by the year 2003.
- The 400 local Volunteer Centers affiliated with The Points of Light Foundation will connect one million young people with caring adults or with the opportunity to serve.
- Communities in Schools will expand its programs so that an additional 750,000 young people in need will be better able to successfully learn, stay in school and prepare for life.
- The Greek Orthodox Church in America has committed to assist one needy child per every ten families in the more than 550 Greek Orthodox churches nationwide.
- Big Brothers/Big Sisters has committed to doubling their mentoring relationships, reaching 200,000 matches through the year 2000. Service will become an integral part of the mentoring relationship.
- Shell Oil has made a corporate wide commitment to support all five goals of the Summit at every level of the company through expanded employee volunteering, targeted corporate philanthropy, and promotional support. Before, during and after the Summit, this list will continue to expand.

THE WHITE HOUSE

REVISED FINAL

WASHINGTON

TO: THE PRESIDENT and THE FIRST LADY

WHAT: NATIONAL SERVICE SUMMIT ANNOUNCEMENT

WHEN: Friday, January 24, 1997
2:30 p.m.

WHERE: Remarks: East Room
Receiving Line: Blue Room

NOTES: Approx. 150 guests/Open Press

FROM: Ann Stock, Sarah Farnsworth

2:15 p.m. President Bush and General Powell arrive at the South Portico and are escorted to the Blue Room.

2:15 p.m. The President, the First Lady and the Vice President arrive in the Map Room for event briefing.

2:30 p.m. The President, the First Lady and the Vice President proceed to the Blue Room to greet the following:

Blue Room Participants:

- President Bush
- General Powell
- Secretary Cisneros and Mrs. Cisneros
- Harris Wofford, CEO Corporation for National Service
- Robert Goodwin, Executive Vice President and CEO, Points of Light Foundation
- Ray Chambers, Chairman, Amelior Foundation

2:45 p.m.PROGRAM BEGINS:

- Announcement of Harris Wofford, Bob Goodwin and Ray Chambers as they proceed to reserved seats in the front row.
- Announcement of the Vice President, the First Lady, Secretary Cisneros and General Powell as they proceed to seats on stage.
- Announcement of the President and President Bush to Honors as they proceed to seats on stage.

NATIONAL SERVICE SUMMIT ANNOUNCEMENT -Revised

Sequence/Page 2

January 24, 1997

Speaking Order:

- The First Lady
- Vice President Gore
- **The President**
- President Bush
- General Powell
- Secretary Cisneros

The President closes program.

Note: Only the speakers are seated on the stage.

3:15 p.m.

Upon conclusion of remarks, the **President**, the First Lady, the Vice President and President Bush proceed to the Blue Room for a receiving line with the guests. (WH Photo only)

Note: The receiving line will flow from the Red Room through the Blue Room and out the Green Room.

Note: Secretary Cisneros and General Powell will proceed to the State Dining Room.

Guests proceed to the State Dining Room for a reception.

3:45 p.m.

Upon conclusion of receiving line, the **President**, the First Lady and the Vice President depart.

President Bush and General Powell depart the South Portico.

HENRY CISNEROS

VICE CHAIR OF THE PRESIDENTS' SUMMIT ON

CITIZENS' SERVICE

THE WHITE HOUSE

JANUARY 24, 1997

Thank you, Mr. President. I very much enjoyed my day off. In all seriousness, I am pleased to take on this new assignment because it is close to my heart -- and so critical for this nation. We are at risk of losing a generation of children. Only through massive, concerted effort of all sectors of society can we prevent that from happening. As I have traveled America's cities, I have seen the same pattern repeated: the efforts that succeed in lifting up young people are those that involve the volunteers, churches, YMCAs -- the community.

This summit and its aftermath will stimulate far more of that type of involvement.

Already, the National Association for Equal Opportunity in Higher Education has pledged that half of the students in the nation's 117 Historically Black Colleges and Universities will get involved in community service projects, with an emphasis on tutoring and mentoring. And Kimberly-Clark Corporation now plans to mobilize their employees and neighborhood volunteers in 30 cities to build community playgrounds, creating safe places for children.

As the President said in his State of the Union address, "America's rich texture of racial, religious and political diversity will be a Godsend in the 21st century.

“Great rewards will come to those who can live together, learn together, work together, forge new ties that bind together.” The effort we are launching here today is the living embodiment of those words. By pledging to unite in action to save our youth, we are a living reflection of the best of what it means to be an American. I am looking forward to working with General Powell and all of you in this critical mission.

Thank you.