

**TO: CAROL RASCO
BILL GALSTON**

FR: BRIAN BURKE

RE: National Rural Conference

12/1/94 → file

The attached memorandum is the most recent plan for the National Rural Conference and is accompanied by early correspondence concerning the conference. Many changes have been made to the plan, including adding North Dakota as a fifth site. As I mentioned, the planning is very fluid at this point and I will keep you informed fully and timely so that you have an opportunity to review the plans at every stage in the process. An issues meeting is set for Wednesday at 9:30 a.m. to discuss the first wave of issues submitted by the participating agencies.



DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20250

September 9, 1994

INFORMATION MEMORANDUM TO THE BOARD OF DIRECTORS OF THE
NATIONAL RURAL CONFERENCE

FROM: Karl Stauber
Deputy Under Secretary

SUBJECT: Background on the National Rural Conference

ISSUE:

Last fall, in response to a letter from 44 Members of Congress, President Clinton decided that the Administration should convene a National Rural Summit to discuss the needs and opportunities of the rural parts of America. The President designated USDA as the host department, and organizational responsibility was given to the Small Community and Rural Development mission area. We have been working closely with White House Cabinet Affairs to nail down a date and structure for the Conference. We have also been keeping the staffs of Misters Dorgan, Durbin, and Bumpers informed, as they are the "prime movers" of this effort on the Hill. The information contained in this packet reflects our preliminary work thus far, which includes consideration of four simultaneous Conference sites.

DISCUSSION:

The intent of the Conference is to demonstrate the Administration's concern for and commitment to the future of rural America. The Conference will be organized as a "listening event," similar to the American Indian meeting held at the White House. The Conference will provide rural Americans with an opportunity to articulate their vision of the future. The following points have been decided:

1. Multi-Site Event - December 1:

The Conference will be a multi-site event, last one day and occur on December 1, 1994. The President will participate in the Conference, at the Iowa location, for approximately two hours. He will deliver a major address on rural issues. After a short break the President and Secretary Espy will co-chair a one and one-half hour round table on agriculture and natural resources.

2. Sites - Topics - Hosts:

The Conference will focus on specific issues of importance to rural America. Each issue will be handled in a manner modeled after the Little Rock Economic summit. Each site will host the presentation and examination of one topic area. All sites will be linked electronically. Each of the sessions will last approximately 90 minutes. Each Conference site will invite 250-300 people to attend, with 20 to 30 of these people participating in roundtable discussions on the issues specific to that site.

One or two Cabinet members will be the President's representative and host at each site. That Cabinet member will also chair the discussion of one topic. The anticipated sites, topics and hosts include:

- North Carolina, education and training, Secretaries Riley and Reich
- Illinois, economic development, Secretary Brown and Administrator Bowles
- Iowa, agriculture and natural resources, President Clinton and Secretary Espy
- California, infrastructure, energy, and transportation, Secretaries O'Leary and Peña.

We are working with our Farmer's Home Administration State Directors to nail down specific sites and facilities in rural parts of these states. We anticipate working closely with land grant universities as agents to provide critical site arrangements. USDA will be responsible for coordination and process of all sites and the substance of the Iowa discussions. Each other Cabinet department will be responsible for the substance of the issues related to their secretary's location.

3. Financial Support:

We suggest an account be established (NRC Account) within USDA for purposes of securing the goods and services necessary for the Conference. Each participating department/agency will advance their fair share of the Conference budget to the NRC Account. A first draft of an inter-departmental Cooperative Agreement to clarify these roles is contained in Appendix 1. USDA will make certain purchases direct, others through the land grant universities.

4. **Information Superhighway Role:**
The Conference will be a demonstration of the benefits and possibilities of the Information Superhighway for rural America. It is proposed that, 30 days prior to the Conference, Vice President Gore and Secretary Espy introduce the Superhighway aspects of the Conference and begin an "Electronic Fair" over the Internet system. Modeled after an old-style state or county fair, the Electronic Fair will be a place where rural people can exchange ideas on the Conference subjects, see the latest products, promote opportunities and compete for awards related to rural development. There are now over 30 million Internet users and we expect broad participation over this medium.
5. **Overall Leadership:**
USDA will have overall responsibility for the coordination of the multi-site Conference. Each individual site will be operated cooperatively by the sponsoring federal departments and USDA. USDA's Teleconferencing Center will coordinate and produce the televised video event along with contract crews at each site, linked by satellite.
6. **Outcomes:**
The National Rural Conference will have several major outcomes. It will produce an opportunity for thousands of Americans, especially rural Americans, to express their diverse views about opportunities and problems in the least populated parts of the United States. It will demonstrate the potential of the Information Superhighway as a new critical competitive capacity for all rural communities. It will provide the President and Members of the Cabinet with an opportunity to speak out on the role of the Federal government in rural development. Finally, it will produce a series of papers and other products on rural issues.

CONCLUSION:

Basic plans are now being developed for the National Rural Conference. It is an excellent opportunity to get the President involved in rural issues, to showcase the work of the Departments and agencies in these areas and demonstrate leadership and cooperation among Federal agencies and other organizations. Each Federal Department's role in the Conference will be critical. The Conference provides an additional opportunity for each Cabinet official to articulate their ideas about the future of rural America directly to the people.



DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20250

MEMORANDUM

TO: Phil Caplan
FROM: Karl Stauber
DATE: September 9, 1994
SUBJECT: National Rural Conference

We are pleased to begin the substantive aspects of planning and developing the National Rural Conference (NRC), and to engage the other Departments in this process. With only 82 calendar days until December 1, we have our work cut out for us to nail down the details and see that the Conference goes as planned. The attached materials should provide our new partners in this effort with adequate background information on the Conference plans to date.

Significant staff hours of varied expertise will be needed. This event will be available to the public over many mediums including satellite television and computer networks. We have established an Office of the National Rural Conference in the USDA South Building, Room 2854-S. The primary NRC contacts are:

Staff Coordinator Fred Roane (202) 690-0735 Fax (202) 720-1002
Technical Advisor Tom Tate (202) 690-0739 Fax (202) 720-3541
Internet E-Mail Address: ttate@esusda.gov

Mailing address for the NRC office is:

USDA/REA
Office of the National Rural Conference
Room 2854-South Bldg
14th & Independence Ave.
Washington, DC 20250-1500

THE WHITE HOUSE

WASHINGTON

October 12, 1993

The Honorable Mike Espy
Secretary of Agriculture
Washington, D.C. 20250

Dear Mike:

Recently, 44 U.S. Senators and Representatives wrote to me, asking that I convene a summit on farm policy and rural development. I know you will agree with me that this is an ideal way to address the problems of rural America.

As you will see in the enclosed correspondence, I have committed this Administration to bringing all of the intended parties together, and I hope that you can take the lead in organizing the meeting. After seeing the results of your superb efforts in organizing the summit on hunger and nutrition, I look forward to a very productive meeting.

Representation at the summit should be inclusive, and the subject matter should be comprehensive. Rural America is affected by issues related to rural manufacturing, health care reform, communications, and transportation as well as farm policy.

I look forward to meeting with representatives of our nation's rural areas to discuss these critical issues. My staff will work closely with you and provide any assistance you need to make this meeting as successful as possible.

Sincerely,

Ria

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Congress of the United States

Washington, DC 20515

June 14, 1993

93 JUN 17 05:55

Honorable William J. Clinton
The White House
Washington, D.C. 20500

Dear Mr. President:

We are writing as members of the U.S. Congress who represent rural areas to ask you to convene a "summit on farm policy and rural development" this year. We ask you to join us in a summit meeting of farm belt legislators, farmers, and farm organizations to develop a plan to restore economic health to the farm belt states.

For over a decade we have been facing slow economic strangulation in rural America. Too many family farmers are unable to make a living and are leaving the farm. Small town businesses are boarding up. And rural states are losing population.

Our economy is in deep trouble in rural America, Mr. President. But our citizens are not protesting in the streets and they are not running tractorcades to Washington.

Rather, their anger has turned to despair as thousands have quietly closed businesses, left farms and gone to the urban centers seeking work and economic survival for their families.

The main culprit in rural America's economic troubles is chronically low prices for the commodities family farmers produce. Low farm prices, as a result, have had a devastating impact on our entire rural economy. For over a decade we've lost jobs and now we are losing people.

Last year we asked President Bush to convene a summit on rural America to explore ways in which the President and Congress can help restore economic health to America's heartland. President Bush was not willing to do that.

Today we appeal to you to join us in holding a summit to discuss issues affecting rural America. We believe the Clinton Administration can offer new hope and new opportunity to a region of the country that has not shared in America's prosperity in the past couple of decades.

We recognize that the economic problems of rural America cannot be solved entirely by the federal government. But current federal farm policies are clearly not working. Unless and until the federal government provides real leadership in creating an agricultural policy that moves farm prices above the cost of

June 14, 1993
Page Two

production for family farmers, we will not see any real progress in repairing the damage from a decade of neglect to rural America by the previous Administrations.

A summit conference on farm policy and rural issues hosted by the President of the United States with participation by Congress, farmers and other agricultural leaders will send a message to family farmers, main street businesses and others whose economic survival is at stake, that there is hope for a change in national policies affecting rural America.

We ask you to seriously consider this request and we urge you to work with us to call a summit meeting during this calendar year. We have no time to lose if we are going to restore economic health to a region of our country that has been struggling for too long.

We call on you to offer new hope and a new direction for rural America.

Sincerely,

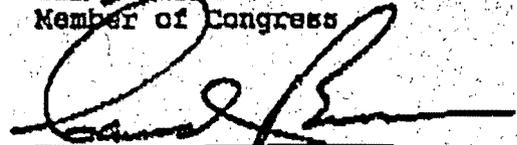

Byron L. Dorgan
United States Senator


Richard J. Durbin
Member of Congress

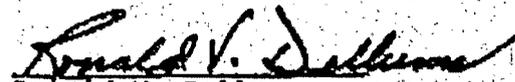

Pat Williams
Member of Congress


Tim Johnson
Member of Congress


Bernard Sanders
Member of Congress

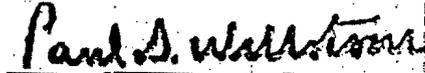

Conrad Burns
United States Senator

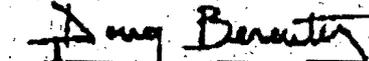

Tom Harkin
United States Senator


Ronald V. Dellums
Member of Congress

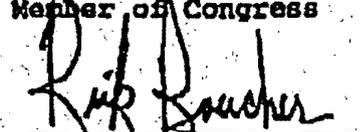

Bill Sarpalius
Member of Congress

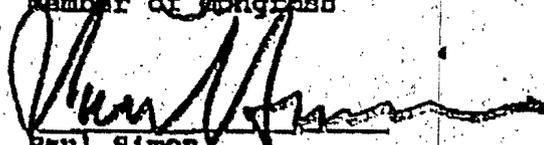

S. Bennett Johnston
United States Senator

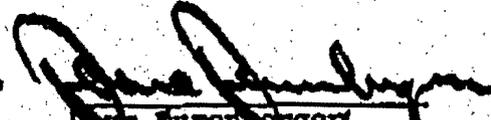

Paul Wellstone
United States Senator


Dody Berntner
Member of Congress

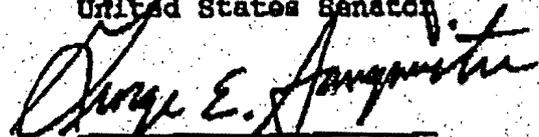

Harry Johnston
Member of Congress

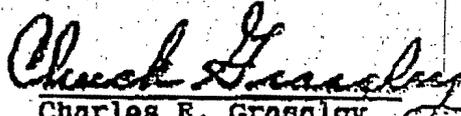

Rich Boucher
Member of Congress


Paul Simon
United States Senator

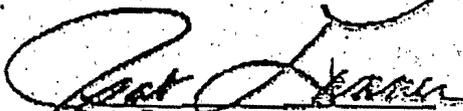

Gary Borenberger
United States Senator

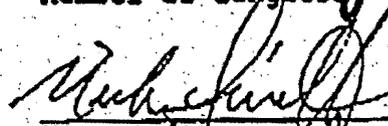

David Minge
Member of Congress

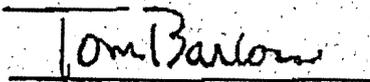

George E. Sanguinista
Member of Congress

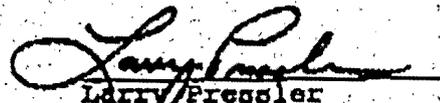

Charles E. Grassley
United States Senator


Calvin H. Booley
Member of Congress

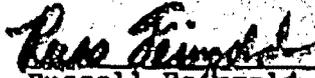

Pat Danner
Member of Congress


Nick Smith
Member of Congress

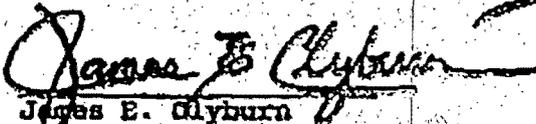

Thomas J. Barlow, III
Member of Congress

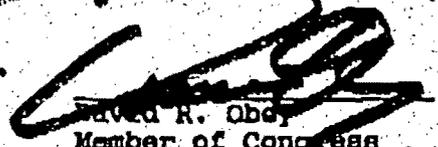

Larry Pressler
United States Senator

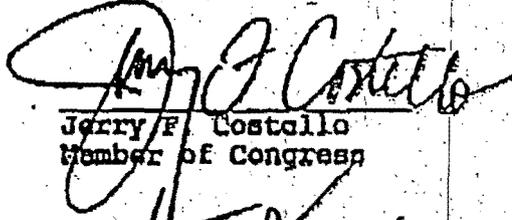
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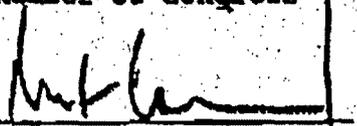

Russell Feingold
United States Senator

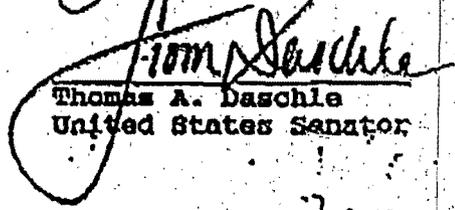

Glenn English
Member of Congress


James E. Glynn
Member of Congress

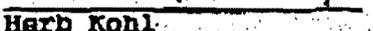

David R. Ober
Member of Congress

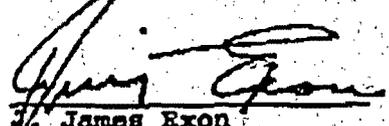

Jerry F. Costello
Member of Congress

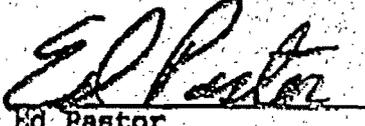

Kent Conrad
United States Senator

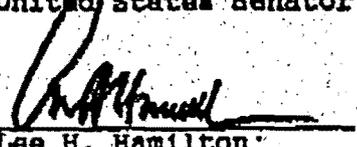

Thomas A. Daschle
United States Senator

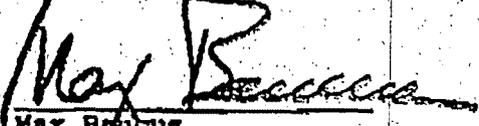

Gary A. Condit
Member of Congress


Herb Kohl
United States Senator


J. James Exon
United States Senator

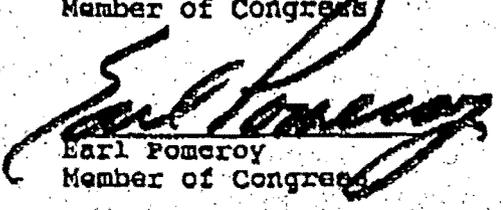

Ed Pastor
Member of Congress


Lee H. Hamilton
Member of Congress

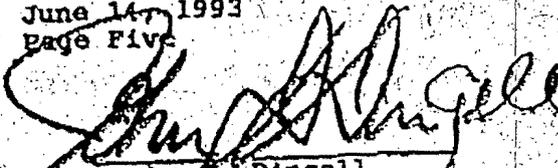

Max Baucus
United States Senator


Dan Glickman
Member of Congress

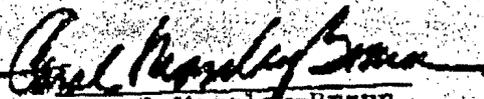

Blanche M. Lambert
Member of Congress


Earl Pomeroy
Member of Congress

June 14, 1993
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John D. Dingell
Member of Congress


Ike Skelton
Member of Congress


Carol Mosely-Braun
United States Senator


James N. Jeffords
United States Senator

BLD:amd

THE WHITE HOUSE

WASHINGTON

July 20, 1993

Dear Dick:

Thank you very much for your letter of June 14. I agree that the problems of rural America can no longer be ignored and deserve sustained attention. I also agree that the best way to begin is by getting interested parties together to discuss the critical issues facing rural families and communities.

To promote this objective, I will ask Agriculture Secretary Mike Espy to take the lead in organizing the meeting you have requested, and I have directed my staff to closely monitor the progress of this event. Secretary Espy has already organized a first-rate summit on hunger and nutrition issues, and I have complete confidence in his ability to spearhead this new rural endeavor.

Let me take this opportunity to state my belief that the summit should be both inclusive in its participation and comprehensive in its subject matter. The problems of rural America go well beyond agriculture. Rural manufacturing is also under great pressure, and national policy in areas such as health care reform, communications and transportation has only added to the pressure.

I look forward to working with you to turn your summit proposal into a reality.

With best wishes,

Sincerely,



The Honorable Richard J. Durbin
House of Representatives
Washington, D.C. 20515



DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20250

MEMORANDUM

TO: Christie Barney, Director
Cabinet Affairs, The White House

THROUGH: Fred Slabach, Assistant Secretary
Congressional Relations

FROM: Karl Stauber, Deputy Under Secretary *Karl N. Stauber*
Small Community and Rural Development

SUBJECT: National Rural Summit

DATE: March 7, 1994

Plans are currently being developed for a National Rural Summit, to be held in June of this year. A decision memorandum is currently before Secretary Espy. Bob Nash and I have been meeting with Senator Dorgan and Representative Durbin to get their suggestions and keep them apprised of our progress.

When the Secretary responds to the decision memorandum, we will announce the Summit. This announcement may be released with Durbin and Dorgan. We anticipate that the Summit will occur at several sites through out rural America that we will connect electronically. We want the Summit to be seen as one demonstration of how the "electronic super highway" will benefit all of America.

As the Summit will focus on rural development, not just agriculture, we will need to move quickly to involve other Federal Departments in the planning and execution. Appropriately timed recognition from the White House could assist in this effort. Dorgan and Durbin have indicated that they will be approaching the White House to have the President and Secretary Espy make keynote addresses at the beginning of the Summit, via satellite downlink.

One additional note--Senator Bumpers, through last year's Senate Appropriations Conference Report, has directed the Department to hold a National Agricultural

Summit. We need to resolve how these two initiatives are combined or separated. If we use a multi-site process as suggested above, we may wish to have one or two sites more explicitly focus on primarily agricultural issues.

Attached are copies of the White House and Congressional correspondence related to this effort. Please let me know if there are any questions to which I can respond.

cc: Bob Nash

NATIONAL RURAL CONFERENCE

Mission Statement

The National Rural Conference is an effort by the Office of the President and selected Departments of the Executive Branch. The purpose of the multi-site Conference is to facilitate dialog between rural citizens and Federal policy makers. The Conference will be an opportunity for Federal officials to listen to the critical concerns of rural Americans.

The Conference will also be a demonstration of the applicability of the Information Superhighway to rural communities. The Conference will enlist a variety of mediums over which citizens can express their concerns.

NATIONAL RURAL CONFERENCE
Budget Estimates September 9, 1994

	CA	NC	IL	IA	5th Site	TOTALS
1. LODGING						
a. Lodging Allowance	67	54	48	40	40	249
b. M & IE Allowance	34	30	30	36	36	166
TOTAL Per Person/2 Nights	202	168	156	152	152	830
TOTAL 91 Attendees/2 Nights	18,382	15,288	14,196	13,832	13,832	75,530
2. AIR FARES						
3 Federal Field Employees/Site	900	900	900	900	900	4,500
25 Federal DC Employees/Site	12,500	8,750	9,500	8,750	8,750	48,250
63 Guests & Speakers/Site	18,900	18,900	18,900	18,900	18,900	94,500
TOTAL	32,300	28,550	29,300	28,550	28,550	147,250
TOTAL Travel, Lodging & Per Diem	50,682	43,838	43,496	42,382	42,382	222,780
3. MEETING FACILITIES						
a. Large Conf. Room/Hall						0
b. Display Facility	?	?	?	?	?	0
c. Breakout Rooms						0
d. Security						0
e. Equipment						0
f. Banners/Displays	1,500	1,500	1,500	1,500	1,500	7,500
TOTAL	1,500	1,500	1,500	1,500	1,500	7,500
4. SPEAKERS FEES	0	0	0	0	0	0
5. FOOD						
a. Box Lunches	3,000	3,000	3,000	3,000	3,000	15,000
b. Beverages	500	500	500	500	500	2,500
TOTAL	3,500	3,500	3,500	3,500	3,500	17,500
6. PRINTING & POSTAGE						
a. Programs	1,000	1,000	1,000	1,000	1,000	5,000
b. Invitations	800	800	800	800	800	4,000
c. Thank-you letters, others	300	300	300	300	300	1,500
d. Conference Workbooks	1,000	1,000	1,000	1,000	1,000	5,000
e. Final Conference Report	2,500	2,500	2,500	2,500	2,500	12,500
f. Rural Data Book	10,000	10,000	10,000	10,000	10,000	50,000
TOTAL	15,600	15,600	15,600	15,600	15,600	78,000
7. VIDEOS						
a. Production (\$136k / 4)	34,000	34,000	34,000	34,000	34,000	170,000
b. Photographer @\$100 hr.	200	200	200	200	200	1,000
TOTAL	34,200	34,200	34,200	34,200	34,200	171,000
8. TELECONFERENCE PROD'N	60,000	60,000	60,000	60,000	60,000	300,000
8a. ELECTRIC CONF. SUPPORT	40,000	40,000	40,000	40,000	40,000	200,000
9. TRANSPORT OF DISPLAYS (\$125 X 8 Displays/Site)	1,000	1,000	1,000	1,000	1,000	5,000
10. SATELLITE USAGE						
a. Satellite Rental (9 hrs.) (\$24k / 4)	6,000	6,000	6,000	6,000	6,000	30,000
b. Production Expenses	6,000	6,000	6,000	6,000	6,000	30,000
c. Graphics	2,000	2,000	2,000	2,000	2,000	10,000
d. Lighting	1,000	1,000	1,000	1,000	1,000	5,000
e. Up- & Down-Link Fees	8,000	8,000	8,000	8,000	8,000	40,000
TOTAL	23,000	23,000	23,000	23,000	23,000	115,000
GRAND TOTAL	\$229,482	\$222,638	\$222,296	\$221,182	\$221,182	\$1,116,780

NATIONAL RURAL CONFERENCE SCHEDULE

Eastern Time	NORTH CAROLINA	Central Time	IOWA	ILLINOIS	Pacific Time	CALIFORNIA
8:30 am	Registration	7:30 am			5:30 am	
8:50 am	Introductory Video	7:50 am			5:50 am	
9:00 am	Guest Speakers (3 x 10 min. speeches)	8:00 am			6:00 am	
9:30 am	EDUCATION & TRAINING ROUNDTABLE	8:30 am	Registration	Registration	6:30 am	
10:30 am	Break	9:30 am	Clinton meets with flood victims	Registration Continues	7:30 am	Registration
11:00 am	(Live coverage of Clinton Speech)	10:00 am	Espy Introduction of Clinton & Clinton speech	(Live coverage of Clinton Speech)	8:00 am	(Live coverage of Clinton Speech)
11:30 am	Break	10:30 am	Break for Clinton Personal Contact with Audience	Registration Continues	8:30 am	Registration Continues
		10:50 am	Introductory Video	Introductory Video		
12:00 pm	(Live coverage of Iowa Guest Speakers)	11:00 am	Guest Speakers (3 x 10 min. speeches)	(Live coverage of Iowa Guest Speakers)	9:00 am	(Live coverage of Iowa Guest Speakers)
12:30 pm	(Live coverage of Iowa Roundtable)	11:30 am	AGRICULTURE & NATURAL RESOURCES ROUNDTABLE	(Live coverage of Iowa Roundtable)	9:30 am	(Live coverage of Iowa Roundtable)
1:20 am	Introductory Video (IL)	11:20 am	Introductory Video (IL)	Introductory Video (IL)	10:20 am	Introductory Video (IL)
1:30 pm	(Live coverage of Illinois Guest Speakers)	12:30 pm	(Live coverage of Illinois Guest Speakers)	Guest Speakers (3 x 10 min. speeches)	10:30 am	(Live coverage of Illinois Guest Speakers)
2:00 pm	(Live coverage of Illinois Roundtable)	1:00 pm	(Live coverage of Illinois Roundtable)	ECONOMIC DEVELOPMENT ROUNDTABLE	11:00 am	(Live coverage of Illinois Roundtable)
					11:50 am	Introductory Video
3:00 pm	(Live coverage of California Guest Speakers)	2:00 pm	(Live coverage of California Guest Speakers)	(Live coverage of California Guest Speakers)	12:00 pm	Guest Speakers (3 x 10 min. speeches)
3:30 pm	(Live coverage of California Roundtable)	2:30 pm	(Live coverage of California Roundtable)	(Live coverage of California Roundtable)	12:30 pm	INFRASTRUCTURE, TRANSPORTATION, & ENERGY ROUNDTABLE
4:30 pm	Optional Wrap-Up and Breakout Sessions	3:30 pm	Rebroadcast of Speeches and North Carolina's EDUCATION & TRAINING ROUNDTABLE	Rebroadcast of Speeches and North Carolina's EDUCATION & TRAINING ROUNDTABLE	1:30 pm	Rebroadcast of Speeches and North Carolina's EDUCATION & TRAINING ROUNDTABLE
6:00 pm	End Conference	5:00 pm	Optional Wrap-Up and Breakout Sessions	Optional Wrap-Up and Breakout Sessions	3:00 pm	Optional Wrap-Up and Breakout Sessions
7:00 pm		6:00 pm	End Conference	End Conference	4:00 pm	End Conference

NATIONAL RURAL CONFERENCE AGRICULTURE ROUNDTABLE AGENDA

Iowa Site
December 1, 1994

- 8:30 Registration
- 9:30 President Clinton Meets with '93 Flood Victims to Discuss Federal Responsiveness to Disaster
- 10:00 Introduction of President to Agriculture Roundtable by Secretary of Agriculture, Mike Espy
- 10:30 Break for President's Contact the Attendees
- 11:00 Roundtable of Agriculture
Overviews:
1. Agriculture and Resource Conservation
2. Agriculture and Economic Opportunities
3. Commodity Programs and Agriculture
- 11:30 Discussion
Co-Chaired by President Clinton and Secretary Espy
- 12:30 (President Clinton and Secretary Espy Depart)
- 12:30 Live Coverage of Speeches and Economic Development Roundtable
- 2:00 Live Coverage of Speeches and Infrastructure, Transportation and Energy Roundtable
- 3:30 Replay of Tape from the Speeches and Education Training--Work Force Roundtable
- 5:00 Optional Breakout Sessions
- 6:00 Conference Concludes

NATIONAL RURAL CONFERENCE (NRC) CRITICAL TIME LINE 9/9/94

September 9

- Members of Board of Directors established*
- Purchase Satellite Time

September 15

- Federal Partners designate NRC Contact person(s)
- Sites Nominations Finalized

September 19

- Video tape(s) development begins
- Speakers nominated; Issue Paper Topics nominated

September 23

- Cooperative Agreement Finalized and Signed by Federal partners

- Site visits begin
- Invitee Selection Criteria Finalized

October 1 - (FY 1995 Begins)

- Funds transferred from Partners to NRC Account
- Roundtable Invitee's Nominated

October 3

- Satellite Event Production Contract Let
- First Drafts of Issue/Topic Papers Completed

October 7

- Cooperative Agreements with Non-Federal Partner signed

October 10 - (Columbus Day - Federal Holiday)

October 11

- Second Draft of Topic Papers Completed

October 17

- Topic Papers Final/Transmitted to Electronic Distributors

October 21

- Invitation sent to Roundtable Participants

November 1

- Super Information Highway Conference Kickoff (Gore/Espy)
- NRC issue papers available electronically
- Citizen feedback System in place (mail, phone, e-mail)

November 11 - (Veterans Day - Federal Holiday)

November 15

- Citizen Feedback to date summarized for Roundtable participants

November 24 - (Thanksgiving - Federal Holiday)

November 30

- Satellite Facilities tested

December 1

- Multi-Site Satellite Broadcast of NRC Roundtable

December 31

- Citizen Feedback Collection Ends

1995

January 5

- Summary Information Products - Production begins

February 28

- Summary Information Products available for use by Rural Development Community

* Subsequent Meetings of Board of Directors scheduled as needed