

720-2878

FAX COVER SHEET

**SMALL COMMUNITY AND RURAL DEVELOPMENT
DEPARTMENT OF AGRICULTURE**

TO: Carol Rasco, Director, DPC

FROM: Peter C. Necheles
Special Assistant to the Under Secretary

DATE: December 16, 1993

NOTE: You are scheduled to address the Empowerment Zone Training Session at 2 p.m. As I discussed with Ros, I will meet your car at the entrance to the Grand Hyatt at 1:50 p.m.

MEMORANDUM

Date: December 16, 1993
From: Peter C. Necheles, Special Assistant to Bob Nash
To: Carol Rasco, Director of the Domestic Policy Council
Subject: USDA Training Session for the Empowerment Zone Program

Thank you for agreeing to provide the closing remarks to USDA's training session for employees. These employees will serve two functions: (1) they are the main contacts at the state level for communities applying for the program, providing outreach efforts and assisting communities in the planning process; and (2) upon designation of the 33 rural areas, they will be the main point of contact for the zones or communities.

In attendance in the session are both career and political staff from the Farmers Home Administration and the Rural Development Administration. These agencies both report to Bob Nash and have been closely linked. There are approximately 25 state directors attending the session, including the Acting State Director for Arkansas, Michael Dunaway.

In addition, representatives from federal agencies with key roles in implementing the rural program may be present, including the Appalachian Regional Commission, the Tennessee Valley Authority, the Small Business Administration, and USDA Extension Service.

About the Session

Attendees have been trained in the following issues:

- Basic procedures and facts regarding the program.
- Outreach techniques.
- Strategic planning methods for low-income rural communities.
- Roles and programs of the contributing federal agencies.

You are appearing at the close of the 3-day training session for the key individuals who will perform outreach and community relations with applicants. For many of them, this is a new role -- they are moving beyond their traditional jobs of processing loans. A major focus of the program will be on disadvantaged communities, including predominantly minority communities. This is a customer group that has often been overlooked. Thus, the session is important not only for the implementation of the Empowerment Zone program, but to begin to reinvent the agencies and to reorient the career staff to stronger community development roles.

Suggested Talking Points

- ② Thank the participants for making the commitment to provide critical leadership on behalf of rural America.

Reaffirm the importance of the program as a symbol of a new course of government -- to collaborate with local communities for development fitting the unique requirements of their areas.

Reaffirm the intent of the program to demonstrate how success is possible in confronting difficult social challenges.

- ③ Mention the sensitive nature of the initiative and the importance of tact and diplomacy on the part of federal employees in developing appropriate levels of community interest without overselling the program.

- ④ Reaffirm the importance of a proactive role in working with communities -- in reaching out, offering services and removing impediments.

- ① Express your confidence, and that of the President and Vice President, in the ability of the Farmers Home and Rural Development employees to generate real, visible results.

Where is the Session

Grand Hyatt -- 1000 H Street
Constitution Conference Rooms C, D, & E
located on the second level below the entrance floor.

The session runs until 2:30 p.m.

Speech file for ~~Thu~~ 3 p.m.
I also need the draft
EZ/EC application
in file

EXECUTIVE OFFICE OF THE PRESIDENT

13-Dec-1993 05:19pm

TO: Carol H. Rasco
FROM: Paul J. Weinstein, Jr
Domestic Policy Council
SUBJECT: Agriculture remarks

Peter Necheles said they would be delighted to have you speak at 2:45 after your meeting with Secretary Espy; however, Peter advised me that their conference is not at the Department of Ag. but at the Grand Hyatt Hotel at 1000 H Street in downtown. This obviously makes the logistics more complicated. Do you still want to do it? Peter says they would love to have you but they understand your scheduling difficulties. They feel it would help if someone of your stature helped get these individuals, who will be dealing directly with the communities applying, enthused about the EZ/EC initiative.

In case you still want to give them a brief talk, here is some relevant information.

The conference is part of a three day forum to train the Department's Rural Development Coordinators on how to work with communities interested in applying for an EZ or EC. Ag has Rural Development Coordinators in 37 states whose sole job is economic development. This program was created as part of the 1990 Farm Bill...to focus on rural development from a regional perspective. These are career government officials, who will be the chief contacts (names and numbers) for communities who are putting together their strategic plan. They total some 36 people.

At the meeting, there may also be in attendance some State Directors, political appointees who supervise the Rural Development Coordinators. Total attendance is expected at 50 to 75 persons.

Peter recommends that you give brief remarks underscoring the importance to the administration of the EZ/EC proposal as a model for rural development. You may want to talk about the need for effective outreach to the communities that are applying to designated as Zones or Communities.

REMARKS BY CAROL H. RASCO

CARNEGIE CORPORATION
Carnegie Conference Center
Washington, DC
November 22, 1993

Thank you.

I am very pleased, honored ~~but somewhat overwhelmed~~ to be
in front of you today. ~~As I reviewed the roster of participants~~
James Home Admin - a phrase I heard throughout
Rural Health Councils - have my life
learned about since the 90 legis

~~and topics for this two-day conference, I saw the names of~~

~~individuals that have looked at me from pieces I have read
and studied - often at the suggestion of my boss over our 12+
years together - and I saw names of people to whom I have
listened, with whom I've discussed the youth of our country,
the conditions facing our families and their needs and hopes.~~

~~And that's where the overwhelmed part comes in...What can I
add to what has ~~even and will be~~ said?~~

I come to you to add my strong commitment and that of the
administration as well as to reflect with you on the challenge
the thanks of the Admin.

before us. I might add that if you're like me, a ~~luncheon~~
can ending speaker after a ~~morning~~ *3 days* packed with stimulating, sometimes *+ hopefully*
provocative thoughts, well a ~~luncheon~~ *closing* speaker is sometimes a
nuisance...you want to TALK about what you've heard,
assimilate it before moving on *or simply move on* to the ~~afternoon~~ agenda...so I'll
try to add to that assimilation, be quick, and allow you to
continue your conversation *and so your way* with one another.

During my short number of years as a classroom teacher and
as an elementary counseling *at* when I sometimes had children from
homes with outhouses or even a dirt floor, during my
volunteer days when I worked on foster care, juvenile justice
and adult probation issues, throughout my 20 years of
parenting and advocating for a child labelled as cerebral

palsied and retarded as well as through 15+ years of actively working in government...throughout all of this I have mourned most two things:

An increasing poverty of spirit, particularly in children

Professionals' piecemeal views of individuals, families and communities

And so - The reason I'm excited about ~~And so, I was particularly gratified to read the name given to this two-day conference: Strategies to Reduce Urban Poverty:~~ this project.

(and then)....INTEGRATING Human Development and Economic Opportunity.

This last half of the title is music to my ears!

In 1986-87, then Governor Clinton was the chairman of the National Governors' Association. Like his predecessor, Governor Clinton decided to have a theme for the year. He talked long and hard about moving the next step from the education project of the previous year. And he talked about how it must be an integration of Human Development and Economic Opportunity....and it wasn't easy convincing people inside and outside the organization that the two should be integrated. Governor Clinton pushed and the project "Making America Work" was one of two parts: one called JOBS, ^{NASH}GROWTH AND COMPETITIVENESS and one called BRINGING DOWN THE BARRIERS, barriers which included welfare, teen pregnancy, adult literacy issues, substance abuse, and school dropouts. It all sounds fairly familiar doesn't it? And ^{so} yet, the dialogue began --- and with each passing year I see more people making that connection,

that need for integration more solidly– but it is not happening quickly enough. I believe this is the greatest "reinventing" that must occur at a policy and program implementation level...we must continue to look hard at how we do business differently to make the integration real.

~~In the spirit of full disclosure I must add that for me to be speaking in front of a group exploring urban poverty could be seen by some as rather odd...I grew up in a town of 1500 people and have lived in Little Rock, Arkansas most of my adult life...not quite an urban life experience over these 45 years. But through working on various issues across the country, through reading works by people like William Julius Wilson to whom I am quite grateful....and by learning from Bill Clinton, I believe a number of my rural roots can span the gap.~~

The Clinton administration has been committed from the beginning to a reinvention of government for families, ^{the most basic unit} as you look over our key domestic accomplishments, "family" is central:

-an economic package and indicators which show a good beginning: inflation is down, interest rates are down, the deficit is down, investment is up. And in the last 10 months, this economy has produced more jobs in the private sector than in the previous four years.

-the Family Leave Law which says you can't be fired if you take a little time off when a baby is born or a parent is sick.

-a reform of the college loan program and national service - all designed to give more Americans a chance to broaden the

availability of further education while in many cases giving those citizens a chance to serve their communities at home, to help repair the frayed bonds of community.

-a change in the Earned Income Tax Credit which on April 15th will give between 15 million and 18 million working families on modest incomes a tax cut, not a tax increase.

-the introduction of a comprehensive health care reform plan that guarantees health security to all Americans.

But we must do more....we MUST do more.

As President Clinton said ^{recently} ~~a little over a week ago~~ in

Memphis..."I do not believe we can repair the basic fabric of

society until people who are willing to work have work. Work organizes life. It gives structure and discipline to life. It gives meaning and self-esteem to people who are parents. It gives a role model to children.

Further...we cannot, I submit to you, repair the American community and restore the American family until we provide the structure, the value, the discipline and the reward that work gives.

And finally he said that, yes, we will deal with the ravages of crime and drugs and violence, BUT "unless we recognize that it's due to the breakdown of the family, the community and the disappearance of jobs...and unless we say some of this cannot be done by government because we have to reach deep inside to the values, the spirit, the soul and the truth of human

nature...none of the other things we seek to do will ever take us where we need to go."

No, it can't be done by government PROGRAMS in the traditional sense but we in government need ^{to} help ~~in thinking~~ through how we best stimulate this process of individual, family and community healing and growth, that is where real reinvention must occur. *And you are going to be so key - we're counting on you.*

I am reminded inwardly on a constant basis of what an elderly physical therapist who had dedicated her life to young disabled children told me early in my son's life...she said, "Carol, I don't know a lot of philosophy or theory about programs for children like Hamp, but I think the best thing I can tell you as a parent is to remember the words of Joseph Addison, an essayist, poet "Everyone must have

Something to do

Someone to love

Something to hope for."

**And how right she was and is in the case of not only Hamp,
but people with whom I've worked with and worked for....and
so at each age of life in our quest to reinvent how we
approach the problems of the ~~urban poor~~ we must ask**

our citizens & our communities

How does this apply to EZ/ED?

**What do they have to do? If a young child, what is the
preschool program available? Can they play, dance, sing, and
soar? If a child, is school relevant? Is school safe? I was
struck ~~this~~ ^{one} morning ^{recently} as I went to my door to get the paper.**

My daughter, in an attempt to make SURE I didn't forget to

call her school early this a.m. to let them know she would not be there due to illness had left me a note in front of the door so that I wouldn't miss it...we had quite a round last night because she didn't WANT to stay home from school...and then I opened the door and the Washington Post stares back at me: **ACROSS U.S., SCHOOLS ARE FALLING APART.** Now, this particular article was about the physical condition of the school plants but I bet you know what I thought....and I thought first of an essay I recently read by Benjamin Barber....and as I read it I thought of the key phrase I learned in an otherwise inadequate higher educational experience designed to prepare me to teach elementary school...I was taught there are two educations, one should teach us how to make a living and the other how to live. We do too far little of heeding that maxim.

Until our communities get as fired up about our schools as we/they do about athletic teams, car manufacturing plant locations, Olympic sites, etc. we won't have a good answer to the question: What have we given the children – young and adolescent to DO?

And for adults: What do they have to do?

Number 2: Someone to love...and we all know that before you can love another, you must love yourself. Think about children's faces you've seen in ~~urban poor~~ neighborhoods, adults you've passed on those streets....do they have much to love about themselves? Many don't and therefore we can't truthfully expect the love to flow outward.

Number 3: Something to hope for....My daughter who didn't want to miss a day of the eighth grade today has many hopes and I both thrive in that gleam of hope in her eyes constantly look for ways to nurture and keep that sparkle present....help me, help our administration look for ways to create that hope for all citizens of this great country. Health security frees up a family for hopes and dreams, safer streets help free children to look at what education can be for them....but untreated ear infections, uncorrected vision problems, lack of immunizations, school buildings in AMERICA where children must wear their coats in order to be warm enough to even begin to pay attention...and we wonder where hope has gone?

In the Enterprise Zone legislation we have an opportunity to test our real commitment to reinvention....will we truthfully recognize the need for integration of human development and

economic opportunity? Will we work hard to listen to the communities chosen, follow their lead on how much assistance they need and want, and look for ways to intervene very differently from before? ways that seek to assist individuals to reach down inside themselves? Or will we simply designate the zones, the communities and sit here waiting on quarterly reports, make a site visit or two.

1/2/3/4

~~I was delighted to see that on the program here among others is Otis Johnson from Savannah. Otis is someone I see as an embodiment of the type reinvention that must occur...the Annie E. Casey New Futures Projects are learning a lot about communities and I encourage you to take the opportunity to visit with him. Person to person contact is quite visible in these projects...we need more of it. It is a program that recognized early on the real links between human~~

~~development and economic opportunity -- and the struggles
some of us had in our communities bringing those two
"camps" together was and is a great learning experience.~~

To put things bluntly, it isn't often we see in a community whether a block, a zone, in the power centers of a large city, in the boardroom, public or private...it's not often we find social workers, health care outreach personnel, early childhood and K-12 front line educators, government workers and "big business" types sitting down together...each has had their own niche and seldom the twain have met. I submit to you that until each side - human development and economic development are willing to sit at a common table - real reinvention of government for families will not occur. We can make application procedures simpler for families seeking help, we can legislate incentives and tax credits, we can give health

security, we can write more meaningful standards for our students... all on the one side known as human development and we can talk about investments, deficits, inflation, job creation, etc. on the economic development side but until we recognize that giving people at every age

↓
(1) something to do;

*vision
purpose*

(2) someone to love; and

(3) something to hope for

are all a part of a mandatory whole just as people and families and communities are both parts and "whole" entities"...

we will not have accomplished the task before us.

*And so - Communities
need*

In closing I am reminded of two pieces that haunt me, motivate me in this area of thought. One, in my freshman philosophy course at Hendrix College in Arkansas, Dr. Ellis repeatedly pounded the table in his quest to motivate us to go out into the world and face the adversity necessary to make positive change, admonishing us to remember that saying from **THE PRINCE**: "There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success than to take the lead in the introduction of a new order of things." We have not a choice, we must take this moment in time to introduce a new order for our ^{communities} families.

For as Governor Clinton said back in 1987 as we closed our year's work on **MAKING AMERICA WORK**:

America won't work if Americans can't work, or learn, or believe in the promise of tomorrow.

Thank you.