



EQUAL EMPLOYMENT OPPORTUNITY COMMISSION  
WASHINGTON, D.C. 20506

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December 4, 1969

Mr. John D. Ehrlichman  
Counsel to the President  
The White House

Dear Mr. Ehrlichman:

I am enclosing with this letter two press releases about a conference which the Equal Employment Opportunity Commission held November 20-22, 1969, at Racine, Wisconsin, with trade association executives.

The three-day workshop was to discuss a new partnership between the business community and the Commission on the crucial minority group employment matter.

Please let me know when I may be of assistance.

Sincerely,

A handwritten signature in cursive script that reads "Clayton".

Clayton Willis  
Director, Office of Public Affairs

Enclosures

A large, handwritten mark in the bottom left corner of the page, resembling a stylized letter 'E' or 'Z'.



FOR IMMEDIATE RELEASE

Phone: 202/343-5621

CHAIRMAN BROWN CALLS FOR NEW  
BUSINESS-GOVERNMENT PARTNERSHIP;  
PRESIDENT NIXON HAILS INNOVATIVE PROGRAM

Asserting that past industry action programs in equal employment opportunity "have clearly been inadequate, "William H. Brown III, Chairman of the U. S. Equal Employment Opportunity Commission, challenges the representatives of over 40 major trade associations to "hire a full-time expert to work on affirmative action programs with your member companies for (the decade of) the '70's."

The EEOC is sponsoring a workshop for national trade association executives November 20-22, at the facilities of The Johnson Foundation in Racine, Wisconsin.

In a speech to the workshop, Mr. Brown declared that the associations must come forth with "new initiatives, new ideas, new creativity" to give equal employment opportunity "the priority that it deserves when viewed in terms of the future destiny of our society and in terms of the human lives wasted and lost because of discrimination."

Some of the EEOC Chairman's other suggestions to improve the companies' employment of minority groups were to: review selection and testing procedures to make sure they reflect actual job requirements; recruit through the minority press and on minority college campuses; employ recruiters who are themselves minority group members; and exchange ideas and information through trade association meetings and publications.

Mr. Brown was optimistic about the passage of legislation currently moving through Congress which would give the EEOC power to compel compliance with Title VII of the 1964 Civil Rights Act,

which prohibits discrimination based on race, color, religion, sex and national origin. He commented, however, "I hope we can keep our enforcement powers in reserve and not have to make extensive use of them...I would much rather that the firms which you represent talk to us over a blueprint for action than over an investigator's case file."

"Better yet," he added, "I would like to see fewer and fewer cases come before the Commission as a result of positive action by American business and industry to define and eliminate discriminatory practices within its own house." Brown noted that since 1964, the EEOC has received well over 40,000 charges and has found discrimination in 60 percent of those cases.

"Do not leave it up to the government to solve your problems for you," Brown warned. "Wake up to the fact that it is in your own self-interest to eliminate job discrimination. The idea that business and society cannot operate exclusively of one another is not a new concept, but it is more often heard in speeches and discussed philosophically in conferences, and too seldom made a part of business' mode of operation."

The workshop, the first of its kind, is a cooperative effort between the EEOC, The Johnson Foundation, and the Cambridge Center for Social Studies of Cambridge, Massachusetts.

President Richard Nixon saluted the purpose of the workshop. In a letter to Chairman Brown, The President said, "As the first large scale gathering of business and government representatives for the purpose of exploring the problem of job discrimination in America, this meeting does indeed promote cooperation--not confrontation." The Chief Executive declared that, "By taking a lead in promoting' equal employment opportunity and making it a matter of course and not an issue for courts, you can deal affirmatively and constructively with the problems we face. And you can brighten the futures of countless fellow Americans--while teaching others that discrimination is not only a violation of the law, but a violation of the spirit and tenets on which this nation was founded."

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LIST OF PARTICIPANTS

Aerospace Industries Association of America, Inc.  
American Association of Advertising Agencies  
American Bakers Association  
American Gas Association  
American Meat Institute  
American Road Builders' Association  
Association of American Railroads  
Edison Electric Institute  
Institute of Temporary Services, Inc.  
International Sanitary Supply Association  
National Association of Broadcasters  
National Association of Manufacturers  
The National Federation of Business and Professional  
Women's Clubs, Inc.  
National Machine Tool Builders' Association  
National Roofing Contractors' Association  
American Petroleum Institute  
American Medical Association  
American Insurance Association  
American Foundrymen's Society  
National Tire Dealers and Retreaders Associations, Inc.  
American Trucking Association  
Urban Coalition of Minneapolis  
Manufacturing Chemists Association  
National Asphalt Pavement Association  
American Life Convention  
Associated Equipment Distributers  
National Canners Association  
U. S. Chamber of Commerce  
U. S. Junior Chamber of Commerce





# NEWS

# Equal Employment Opportunity Commission

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PRESIDENT NIXON SALUTES NEW EEOC PROGRAM OF  
PARTNERSHIP BETWEEN THE BUSINESS COMMUNITY AND GOVERNMENT

President Nixon has saluted the purpose of a three-day workshop of national trade association executives and EEOC representatives being held November 20-22 at the Johnson Foundation Conference Center, Wingspread, in Racine, Wisconsin.

The EEOC will discuss a new, creative partnership between the business community and government at the session which will be the first of its kind that the Commission has ever held.

In a letter to William H. Brown III, Chairman of EEOC, President Nixon supported the thrust of the conference. At the meeting, the associations will be quietly encouraged to undertake new and effective affirmative action programs in employment in cooperation with the EEOC. This will be in line with the Technical Assistance Department of the EEOC. It provides assistance to employers, unions and employment agencies in the development of affirmative action policies and procedures to bring them into compliance with Title VII of the Civil Rights Act of 1964. Commission representatives will give association executives specific information on recruitment, hiring, testing and upgrading of minority group persons.

Chairman Brown declared that, "Mr. Nixon's strong letter is yet another example of the President's commitment to the goal of equal employment opportunity for all Americans, and his concern for all minority group people."

The text of the President's letter to Chairman Brown is as follows:

Dear Bill:

11/19/69

It is a pleasure to greet the representatives of America's leading trade associations and civic

organizations who attend this Conference on Equal Employment Opportunity.

As the first large-scale gathering of business and government representatives for the purpose of exploring the problem of job discrimination in America, this meeting does indeed promote cooperation -- not confrontation. You have recognized that all us must work together to assure that all Americans have equal job opportunities based on their abilities, and that these abilities are fully and profitably used.

The President's Council of Economic Advisers has estimated that discrimination in employment costs the economy at least \$30 billion annually. The further costs in human dignity and damage to the social fabric of our national life cannot be calculated. It is the goal of this Administration to insure equal employment opportunity to every citizen. To this end, I have urged the Congress to provide enforcement power to the Equal Employment Opportunity Commission. I hope that it will not be necessary to exercise that power often.

And this is where the businesses and industries you represent can play a vital part. By taking the lead in promoting equal employment opportunity and making it a matter of course and not an issue for courts, you can deal affirmatively and constructively with the problems we face. And you can brighten the futures of countless fellow Americans -- while teaching others that discrimination is not only a violation of the law, but a violation of the spirit and tenets on which this nation was founded.

May your deliberations be rewarding for your participants, and for the nation you serve with such distinction.

Sincerely

/s/

Richard Nixon

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