

NOTES

VICE PRESIDENT HUBERT HUMPHREY
NATIONAL ALLIANCE OF BUSINESSMEN

TRAINING CONFERENCE

WASHINGTON, D.C.

FEBRUARY 29, 1968

I HOPE YOU WILL ALLOW ME TO DROP IN TO YOUR MEETING. I HAVE COME TO DELIVER AN UNSOLICITED TESTIMONIAL--A TESTIMONIAL TO THE HISTORIC COMMITMENT OF THE AMERICAN BUSINESS COMMUNITY WHICH YOUR PRESENCE TODAY SYMBOLIZES.

↳ IN THE THICKET OF PROCEDURES AND ORGANIZATIONAL STRUCTURES WHICH HAVE BEEN DISCUSSED TODAY, WE MUST KEEP THAT FUNDAMENTAL COMMITMENT SQUARELY IN VIEW:

A COMMITMENT TO PRESERVE AND UPGRADE
AMERICA'S MOST VALUABLE NATURAL RESOURCE--TRAINED,
PRODUCTIVE, EMPLOYABLE HUMAN BEINGS.

↳ THIS COMMITMENT RESTS UPON A SOUND AND SOLID
ECONOMIC FOUNDATION.

YOU KNOW, FAR BETTER THAN WE, WHAT YOU PAY
IN TERMS OF LOST PRODUCTIVITY, . . . OF THE INCREASED
COSTS OF DOING BUSINESS IN A TIGHT LABOR MARKET. . .
OF THE DECREASED MARKET FOR YOUR GOODS AND SERVICES
RESULTING FROM UNEMPLOYMENT.

↳ WHAT IS TRUE FOR YOUR COMPANY IS ALSO TRUE FOR
THE NATION. THE SUCCESSFUL COMPLETION OF THE TASK
UNDERTAKEN BY THE NATIONAL ALLIANCE OF BUSINESSMEN WILL
MEAN:

--THE TYPICAL FAMILY OF THE WORKER HIRED BY THE JOBS PROGRAM WILL SEE ITS INCOME RAISED ABOVE THE POVERTY LEVEL;

--A TOTAL ADDITION TO NATIONAL INCOME ~~IN~~ of 2 BILLION DOLLARS;

--ADDITIONAL FEDERAL INCOME TAX RECEIPTS OF OVER 150 MILLION DOLLARS;

--COMMENSURATELY INCREASED STATE AND LOCAL TAX RECEIPTS;

--AN ANNUAL SAVING IN WELFARE COSTS OF ALMOST HALF A BILLION DOLLARS; AND

--INCREASED PURCHASES OF GOODS AND SERVICES PRODUCED BY AMERICAN FIRMS TOTALING ALMOST A BILLION DOLLARS A YEAR.

↳ BUT THE COSTS WE PAY TODAY ARE NOT ECONOMIC ALONE.

↳ WE ALSO PAY THE COSTS OF SOCIAL UNREST, OF CIVIL DISORDER, AND OF A GRADUAL ERODING OF PEOPLES' FAITH IN OUR DEMOCRATIC SYSTEM OF GOVERNMENT AND OUR FREE MARKET ECONOMY.

↳ IT WAS FOR ALL THESE REASONS THAT PRESIDENT JOHNSON CALLED UPON THE NATIONAL ALLIANCE OF BUSINESSMEN TO ASSUME PRIMARY RESPONSIBILITY IN REACHING AND HIRING 500 THOUSAND HARD-CORE UNEMPLOYED, AS WELL AS 200 THOUSAND DISADVANTAGED YOUNG PEOPLE DURING THE SUMMER.

YOUR CHAIRMAN, HENRY FORD II, THE NATIONAL EXECUTIVE COMMITTEE, AND ESPECIALLY THE EXECUTIVE VICE CHAIRMAN, LEO BEEBE, HAVE LABORED VALIANTLY TO PRODUCE IN LESS THAN ONE MONTH'S TIME THE NATIONAL APPARATUS FOR CONDUCTING THIS PROGRAM.

I HAVE MET WITH THEM AT EACH STAGE OF THIS ARDUOUS AND DEMANDING PROCESS. NEVER IN MY YEARS IN WASHINGTON HAVE I WITNESSED ANY PARALLEL FOR THE COOPERATIVE RELATIONSHIP BETWEEN BUSINESS AND GOVERNMENT WHICH THIS PROGRAM EXEMPLIFIES.

↳ YOU HAVE HEARD THIS MANY TIMES TODAY BUT LET ME REPEAT IT ONCE AGAIN:

THE SUCCESS OR THE FAILURE OF THE ENTIRE PROGRAM
DEPENDS UPON YOU.

THERE IS NOTHING WHICH THE PRESIDENT, OR THE VICE PRESIDENT, OR THE SECRETARY OF COMMERCE, OR OF LABOR, CAN DO WHICH WILL EQUAL YOUR ROLE IN THIS PROGRAM.

THERE IS NOTHING HENRY FORD CAN DO, NOR THE REGIONAL CHAIRMAN CAN DO, NOR EVEN THE METROPOLITAN DIRECTOR. YOU ARE THE KEY TO SUCCESS OR FAILURE. IF YOU SUCCEED, THE PROGRAM SUCCEEDS. IF YOU FAIL, THE PROGRAM FAILS.

IT IS THAT SIMPLE.

↳ YOU ARE THE MEN WHO, IN YOUR OWN COMPANIES
AND IN YOUR OWN CITIES, HAVE DEMONSTRATED AN UNDERSTANDING
OF WHAT OUR CITIES WILL BECOME IF WE DO NOT SOLVE THE
PROBLEMS OF HARD-CORE UNEMPLOYMENT.

↳ AND YOU ALSO RECOGNIZE WHAT OUR CITIES CAN
BECOME IF WE WILL ONLY APPLY TO THOSE PROBLEMS THE
SAME TALENTS WHICH HAVE BROUGHT UNPARALLELED SUCCESS
TO AMERICAN INDUSTRY.

↳ YOU ARE THE MEN WHO, THROUGH YOUR WORK IN THE
UNITED STATES EMPLOYMENT SERVICE, HAVE LEARNED THE
SPECIAL ATTRIBUTES, THE SPECIAL NEEDS, AND THE SPECIAL
CAPABILITIES OF THE LABOR FORCE, EXISTING OR POTENTIAL,
IN OUR 50 LARGEST CITIES.

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I AM PRIVILEGED TO SERVE AS THE CHAIRMAN OF THE PRESIDENT'S COUNCIL ON YOUTH OPPORTUNITY. ONE OF THE COUNCIL'S MAJOR ASSIGNMENTS IS TO COORDINATE AT THE FEDERAL LEVEL A VARIETY OF PROGRAMS DESIGNED TO ASSIST DISADVANTAGED YOUTHS IN JOBS, EDUCATION, RECREATION AND RELATED PROGRAMS. WE ARE PARTICULARLY CONCERNED WITH THE SPECIAL NEEDS FACED BY DISADVANTAGED YOUNGSTERS DURING THE SUMMER MONTHS.

MOST OF THESE YOUNG PEOPLE WILL FACE A SUMMER OF UNEMPLOYMENT AND ENFORCED IDLENESS WHEN THEY MIGHT OTHERWISE BE ENGAGED IN ACTIVITIES WHICH WOULD HELP LIBERATE THEM FROM THE CYCLE OF POVERTY.

I HAVE OFTEN DESCRIBED THE SUMMER AS A TIME OF OPPORTUNITY FOR OUR YOUNG PEOPLE. IT NEED NOT BE A TIME OF EMPTINESS, FRUSTRATION AND RESENTMENT. INSTEAD,

IT SHOULD BE A TIME TO EXPAND THE YOUNG PERSON'S HORIZONS, TO PROVIDE VALUABLE WORK EXPERIENCE, AND TO PROVIDE HARD, TANGIBLE EVIDENCE THAT IN THE AMERICA OF THE 1960'S THERE IS STILL A PLACE IN OUR SOCIETY FOR THOSE WHO TRY.

FOR THE PAST THREE YEARS THE PRESIDENT'S YOUTH OPPORTUNITY CAMPAIGN, OUR SUMMER JOB PROGRAM, HAS SUCCESSFULLY ENCOURAGED MANY EMPLOYERS TO HIRE EXTRA YOUNG PEOPLE DURING THE SUMMER MONTHS. BUT THE YOUTH OPPORTUNITY CAMPAIGN DID NOT REACH INTO THE DISADVANTAGED AREAS OF OUR MAJOR CITIES. HERE UNEMPLOYMENT WAS AS HIGH AS EVER, FREQUENTLY OVER 30 PERCENT FOR THE NON-WHITE YOUNGSTERS BETWEEN THE AGES OF 16 and 21.

THIS SUMMER WE MUST DO A BETTER JOB. WE MUST SEE TO IT THAT THESE YOUNGSTERS ARE GIVEN A CHANCE TO DISCOVER THAT SUMMER CAN BE A TIME OF OPPORTUNITY FOR THEM.

IN HIS CHARGE TO THE NATIONAL ALLIANCE OF BUSINESSMEN, PRESIDENT JOHNSON CHALLENGED YOU TO PROVIDE 200 THOUSAND JOBS THIS SUMMER FOR DISADVANTAGED YOUNG MEN AND WOMEN.

THE NATIONAL EXECUTIVE COMMITTEE AND THE STAFF OF THE ALLIANCE HAVE BEEN DESIGNING AN OPERATING STRUCTURE WHICH CAN ACHIEVE SIMULTANEOUSLY THIS GOAL OF SUMMER HIRING AND THE LONGER TERM GOAL OF 500 THOUSAND JOBS FOR THE HARD-CORE UNEMPLOYED.

THERE IS NOTHING INCONSISTENT BETWEEN THESE PROGRAMS. INDEED, THEY WORK HAND IN GLOVE. FOR IN MANY CASES, A SUMMER JOB FOR A POTENTIAL SCHOOL DROPOUT WILL KEEP THAT YOUNG PERSON IN SCHOOL AND PREVENT HIM FROM BECOMING THE HARD-CORE UNEMPLOYED WORKER OF TOMORROW.

I HOPE TO VISIT MANY OF YOUR CITIES DURING THE MONTHS AHEAD, TO MEET WITH YOU AND OTHER MEMBERS OF THE COMMUNITY TO DISCUSS YOUR PLANS AND YOUR PROGRESS. MY SPECIAL ASSISTANT, PHILIP ZEIDMAN, IS WORKING DIRECTLY WITH THE NAB WASHINGTON STAFF, AND OTHER MEMBERS OF MY STAFF WILL BE AVAILABLE AS WELL TO ASSIST WHEREVER POSSIBLE.

I KNOW THE AMERICAN BUSINESS COMMUNITY IS READY TO MEET THIS CHALLENGE. AFTER YOU HAVE COMPLETED THIS VERY VALUABLE DISCUSSION ON HOW YOU CAN MOST EFFECTIVELY WORK WITH EXISTING PRIVATE ORGANIZATIONS, YOU WILL MOVE INTO AN EXAMINATION OF THE HARD PRACTICALITIES: TRANSLATING THEORY INTO PRACTICE. I LEAVE YOU WITH ONE LAST THOUGHT.

ONE OF LEO BEEBE'S PET PHRASES IS THAT THE NAB ORGANIZATION IS A CATALYST.

THAT IS TRUE. NAB IS DESIGNED, AS A CATALYTIC AGENT, TO INDUCE A REACTION--AND TO ACCELERATE IT. BUT AS AN OLD PHARMACIST, I KNOW THAT A CATALYST, BY DEFINITION, REMAINS UNCHANGED BY THE PROCESS.

I DO NOT BELIEVE THAT YOU WILL REMAIN UNCHANGED BY THIS PROCESS. I DO NOT BELIEVE THAT YOU WILL REMAIN PERSONALLY UNTOUCHED BY YOUR HISTORIC UNDERTAKING.

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FOR, IF YOU SUCCEED, YOU WILL HAVE CHANGED NOT
ONLY YOUR OWN BUSINESSES AND YOUR OWN COMMUNITIES
AND OUR OWN AMERICA--YOU WILL HAVE CHANGED YOURSELVES
IN THE PRO CESS.

GOD SPEED!

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