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Series: Rogers, Ed, Files
Subseries: Subject Files

OA/ID Number: 04016
Folder ID Number: 04016-017

Folder Title:
Competitiveness

Stack:	Row:	Section:	Shelf:	Position:
G	15	23	1	

Travis Marshall
Senior Vice President

Director of Government Relations

May 10, 1991

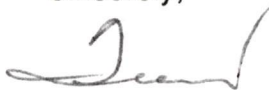
The Honorable John H. Sununu
Chief of Staff
Office of the President
The White House
Washington, DC 20500

Dear Governor:

In a conversation with Bob Galvin today, he emphasized what he feels is the importance of talking quality only. I mentioned life style and competitiveness.

Bob is absolutely right that this should be a talk on quality only and other areas should not be addressed. Incidentally, Bob has volunteered to help with the speech writing and would be willing to come to Washington in the latter part of next week to work with your people. This may sound unusual, but I think it would be a tremendous way to get across proper emphasis. It is a subject that Bob has lived with for a number of years.

Sincerely,



Travis Marshall

Travis Marshall
Senior Vice President

Director of Government Relations

May 9, 1991

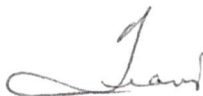
The Honorable John H. Sununu
Chief of Staff
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The White House
Washington, DC 20500

Dear Governor:

Bob Galvin and I were pleased with the meeting with the President, yourself, Secretary Moshbacker and Ed Rogers. I wish to suggest a medium for the President to "kick off" a plan that would urge all companies to strive for the quality expectation levels of the Baldrige National Quality Award.

The Council on Competitiveness would issue an invitation to all of the trade association directors plus leading Washington business representatives -- a total of 200 or so. At this meeting, the President would first talk of the importance of quality, how improved quality would not only benefit the American consumer, but would also make us more competitive in the global arena and then encourage all trade association executives to initiate a plan that would urge all of their members to qualify for the National Quality Award. The Council would provide an appropriate meeting location.

Sincerely,



Travis Marshall

Travis Marshall
Senior Vice President
Director of Government Relations

May 10, 1991

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