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AmeriCorps Anniversary Event, South Lawn Tent, October 20, 1999: 10/20 Americorps Anniversary Event

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PRESIDENT CLINTON CALLS FOR LIFELONG COMMITMENT TO SERVICE

October 20, 1999

The President and the First Lady today will host over 1,000 AmeriCorps members and supporters to celebrate the 5th anniversary of the national service program. The President will recognize twenty-one AmeriCorps award winners for their extraordinary commitment to service. He will also unveil a new initiative to engage AmeriCorps alumni in continuing service to their communities. And as he highlights the bipartisan support for AmeriCorps, he will call on Congress to pass a budget that honors the values and priorities of the American people.

Since September 1994, when President Clinton swore in the first AmeriCorps members, over 150,000 Corps +members have served in over 4,000 communities, providing much-needed community assistance from tutoring and mentoring to disaster relief and environmental work.

RECOGNIZING EXEMPLARS OF OUTSTANDING SERVICE

- **First Annual All-AmeriCorps Award Winners.** Today, the President will announce the first annual All-AmeriCorps awards designed to honor the extraordinary contribution that twenty-one AmeriCorps members have made to their communities every day. Awards will be presented by Colin Powell, Gov. Michael Leavitt, Coretta Scott King and Sargent Shriver.

UNVEILING AN INITIATIVE TO ENGAGE AMERICORPS ALUMNI IN SERVICE

- **Continuing Service Initiative for AmeriCorps Alumni.** In taking the AmeriCorps pledge, each AmeriCorps member promises: "I will carry this commitment with me this year *and beyond*." Today President Clinton will issue a renewed "call to service" to over 150,000 former AmeriCorps members and unveil an initiative to tap the energies and idealism of these alumni. Specifically, he will announce a new strategic alliance between the Corporation for National Service and leading non-profit organizations to engage former AmeriCorps members in community service opportunities. This alliance will include the National Mentoring Partnership; the Big Brothers and Big Sisters of America; Habitat for Humanity International; the American Red Cross; the Boys and Girls Clubs; America's Promise; the Points of Light Foundation; and the United Way of America.
- **"Taking Responsibility Personally."** The President will also unveil two thirty-second television spots -- part of a new community service ad campaign, "Taking Responsibility Personally" -- and a website designed by Yahoo! to tell the stories of AmeriCorps members.

CALLING FOR A BUDGET THAT REFLECTS OUR PRIORITIES AND VALUES

- **President Urges Congress Pass a Budget Making Education and Young People the Top Priority.** Emphasizing the can-do spirit of AmeriCorps, the President will call on Congress to summon that same spirit and to pass a budget that makes education the number-one priority -- by hiring more highly trained teachers to reduce class size in the early grades, investing in accountability to help turn around failing schools, and funding after-school and mentoring programs for young people in communities nationwide.

THE WHITE HOUSE
WASHINGTON

MEMORANDUM FOR DISTRIBUTION

FROM: Melanne Verveer and Shirley Sagawa, Office of the First Lady
RE: AmeriCorps Fifth Anniversary Event
DATE: September 15, 1999

As you may know, the President and First Lady will be hosting a major celebration in honor of the Fifth Anniversary of AmeriCorps on October 20. This will be a 1,000 person event, held in the tent, attended by AmeriCorps members and alumni and other friends of the program. The event kicks off activities around the country to recognize the contributions of this signature program of the President.

The centerpiece of the program will be the presentation of awards to AmeriCorps alumni in four categories:

Getting Things Done
Common Ground
Community Strengthening
Leadership

Each category will be introduced by a well-known person who exemplifies the category and who will lend visibility and credibility to AmeriCorps. *We need your help identifying the right people to play this role.* Here is the working list so far:

Military/Space Program (could represent Getting Things Done or Leadership):
Colin Powell, Eileen Collins, John Glenn

Civil Rights (for Common Ground):
Coretta Scott King, Rosa Parks, John Lewis

Religious/Community (for Community Strengthening):
Millard Fuller, Ted Hesburg

Business Leaders (for Leadership or Getting Things Done or Community Strengthening):
Lou Gerstner, Steve Case, Jerry Yang

Sports Figures (for Community Strengthening or Leadership):

David Robinson, John Thompson, Grant Hill, Magic Johnson, Mia Hamm, Michelle Akers, Sammy Sosa, Cynthia Cooper, Nikki McCray, Chamique Holdsclaw, Rebecca Lobo

Celebrities involved in the Community (for Community Strengthening):
Will Smith, Jada Pinkett, Matt Damon

It has also been suggested that we include a visible Republican – there are several that have been supportive of the program, although we have other issues with them (like Dan Coats and John Kasich). A safer choice would be a governor like Mark Racicot, who is under consideration for the Corporation for National Service Board.

We would appreciate your input on these individuals and ideas for others who should be considered. Our next meeting is Monday, September 20, at 1 pm – your response in advance of the meeting would be timely.

Thanks in advance for your help.

Distribution:

Bob Nash
Minyon Moore
MaryBeth Cahill
Karen Tramontano
Maria Escheveste
Ann Lewis
Ben Johnson
Thurgood Marshall, Jr.
Bruce Reed
Stephanie Streett

Winners of All*AmeriCorps Awards

The fifth anniversary of AmeriCorps kicks off a new annual award that honors the efforts and accomplishments of the men and women who have served as AmeriCorps members. The AmeriCorps alumni who are being honored with the All*AmeriCorps Award represent the thousands of AmeriCorps members who have devoted their energy and idealism to improve communities and our nation. The All*AmeriCorps Award recognizes achievement in four categories: Getting Things Done, Strengthening Communities, Leadership and Common Ground.

- *Christine Packer*, while serving with the Idaho Immunization Project in **Boise, Idaho**, helped start a statewide effort that boosted the immunization rate for two-year-olds from 50 percent to 70 percent and drew her to a career in public health.
- *Traci Chevraux* developed school-based health initiatives, including Smoke Free Sheridan, a comprehensive campaign to reduce smoking among school-aged children in **Sheridan, Colorado**.
- *Lin Min Kong*, a lawyer serving with the National Service Legal Corps in **Los Angeles**, helped low-income residents of run-down public housing purchase their buildings and renovate them into safe and affordable housing.
- *Toni Sage* started a tutoring project in **Salt Lake City** and brought together local students and residents to turn a vacant lot into a safe place for children and their families.
- *James Boland*, a Marine veteran and AmeriCorps member with the National Collaboration for Homeless Veterans in **West Haven, Connecticut**, developed mentoring, family, and crisis programs for veterans in the very facility that had helped him 12 years earlier when he was a homeless veteran.
- *Jack Bridges*, after finishing college out of state, returned home to **Americus, Georgia** to care for his mother. As an AmeriCorps member with Habitat for Humanity, he helped launch a partnership that now engages more than 600 AmeriCorps members in building decent, affordable housing in thousands of communities.
- *Scott Finn* graduated from Harvard University before serving in **Big Ugly Creek, West Virginia**, where he transformed an abandoned school building into a community center with after-school and summer programs.
- *Tera Oglesby* developed the **Seattle** Police Department's first victim support team, offering a range of emergency and long-term services for victims of crime and abuse.
- *Anna Severens*, serving in **Reno, Nevada**, ran a free mobile preschool program operating out of a converted school bus, called COW (Classroom on Wheels). She helped double the number of children served through the program.
- *Byrnadett Frerker* of the St. Louis Safety Corps in **St. Louis, Missouri**, provided disaster relief to families and communities in the wake of wildfires in Florida, a hurricane in Mississippi, floods in Missouri, and, most recently, Hurricane Floyd in North Carolina.

- *Kyoko Henson* started summer youth programs in **Pittsburgh**, launched a family tutoring program, coordinated community service projects, and now is pursuing a master's degree in social work at the University of Pittsburgh.
- *Kelton Young* served with the Youth Crime Commission in **Fort Worth, Texas**, where he helped turn young people away from gangs, started eighteen TRUCE sites serving more than 200 young people each, and engaged young people in activities through local YMCAs.
- *Mason Jenkins* served with YouthBuild of **New Bedford, Massachusetts**, where he built low-income housing, helped start a grassroots organization to address youth issues and coordinated a conference to open discussions between young people and public servants on the issues that affect them.
- *Maria del Mar Bosch* trained tutors in Head Start centers in **Puerto Rico** and launched after-school programs for older children, including a leadership program that gives them a chance to give back to their communities through service.
- *Jason Lupeituu*, serving in **Pine Island, Minnesota**, turned an old laundromat into the Pine Island Union of Youth, Inc., the community's only youth center.
- *Arthur White* grew up in poverty and lived on his own from the age of 15. While serving with an AmeriCorps environmental education program in **New Hampshire**, he worked with a tutoring specialist to improve his own reading and writing skills so he could better help young people.
- *Christy Hicks* served with the 4-H Youth Program in **Pontiac, Michigan**, where she started a conflict resolution program for middle school students.
- *Mark Payne* served with both City Year and Public Allies in **Chicago**, where he recruited young African-American males to volunteer and serve as role models for others in his Southside neighborhood.
- *Jamie Lee Manning* organized city-wide service events in **San Jose** for the Martin Luther King, Jr. holiday that brought together thousands of people from diverse backgrounds in hands-on community service projects to honor Dr. King's legacy and teachings.
- *Trampas Stucker*, serving with the Washington Service Corps in his hometown of **Tonasket, Washington**, brought the special perspectives of those living with physical and learning disabilities to teach reading and math to economically disadvantaged, rural elementary school students.
- *Graciela Noriega* served with the Center for Drug Free Living in **Orlando, Florida**, where she started Culture Shock, an education program for the city's young people that has now reached youth in other countries through an international pen pal program.

Created in 1993, the Corporation for National Service provides Americans of all ages opportunities to improve communities through AmeriCorps, Learn and Serve America, and the National Senior Service Corps

AMERICORPS EVENT

Wednesday, October 20, 1999

South Lawn Pavilion

Guest Times

Awardees: 12:45pm

E.V. Gate Opens: 1:00pm

Invite Time: 1:30pm

Principals Times

1:25 p.m. Brief Oval Office

1:45 p.m. Meet East Room

2:00 p.m. Event South Lawn Pavilion

Approx. 1,000 Guests/Open Press/Business Attire

12 Social Aides (20 when combined with Luncheon Social Aides)

6 Volunteers (Tutty, Dee, Dwight, Margaret, Diane, Sherri)

Tuesday, Oct. 19

12:00 p.m. Future View Screens arrive/setup.

Wednesday, Oct. 20

8:00 a.m. MDW & AmeriCorps flags setup.

12:45 p.m. Awardees arrive by bus to the East Executive Drive for check-in and walk-thru.

1:00 p.m. East Visitors Gate opens and guests proceed to South Lawn Pavilion via Sculpture Garden.

Contact: Staff TBD, Shereen Soghier

Program Note: Programs will be handed out by Volunteers at Entry Tent.

Social Aides escort luncheon guests to the South Lawn Pavilion via Dip Room.

1:25 p.m. **THE PRESIDENT** receives briefing at Oval Office.

1:40 p.m. **THE PRESIDENT** proceeds to meet **THE FIRST LADY** outside the Map Room.

1:45 p.m. **THE PRESIDENT AND THE FIRST LADY** proceed to meet the following in the East Room (see attached).

Approx. 1:55 p.m. AmeriCorps 4-minute video played for audience.

2:00 p.m. **THE PRESIDENT AND THE FIRST LADY**, accompanied by stage

participants, proceed to the Entry Tent and are announced to HONORS to the stage.

PROGRAM

THE FIRST LADY makes remarks and introduces 2 AmeriCorps ads to be played on the large screens.

Two Ads are played on the screens – 30 secs each.

THE FIRST LADY introduces AmeriCorps Member André Crisp.

André Crisp makes remarks and introduces **THE PRESIDENT**.

THE PRESIDENT makes substantive remarks, discusses the four presenters and introduces General Colin Powell.

Gen. Powell makes brief remarks about Getting Things Done Awardees. The awardees seated in the cut away rise and walk to the stage when remarks are complete, receive the medal from Wofford & Segal and stand center stage with POTUS/HRC for picture.

This repeats 3 times: Gov. Leavitt (Leadership Award), Sargent Shriver (Community Strengthening), Correta Scott King (Common Ground).
Note: Each presenter goes to podium without introduction after last medal is awarded.

Following the fourth presentation, **THE PRESIDENT** returns to the podium to administer the AmeriCorps pledge to approx. 150 new members in the audience – seated stage left.

THE PRESIDENT thanks all guests for attending and acknowledges the Howard University Choir.

The Howard University Choir sings “America the Beautiful” as **THE PRESIDENT AND THE FIRST LADY** depart.

3:00 p.m. **THE PRESIDENT AND THE FIRST LADY** depart.

Guests depart Southwest Gate.

All press interviews take place on the North Lawn following the program.

SETUP NOTES: *Coatcheck in Family Theater pending weather; scaled down Marine Band in pavilion for before/honors/after music except when chorus sings; Howard University Choir, possibly on tennis bleachers; wheelchair ramp to stage; 10x24 stage at north end of pavilion; tbd gold chairs on stage; programs handed out in entry tent; furniture removed from Dip Room; Blue Goose on stage; water at podium; screens setup for video on each side of the stage; table for awards off-stage; park service press risers location opposite stage; announce from entry tent;*

programs distributed as people enter pavilion; MDW & AmeriCorps flags on stage.

STAFFING TBD

Arrivals

East Visitors Gate: Shereen Soghier, 3 Interns
East Landing: Tutty
Sculpture Garden: Dwight & Margaret
Entry Tent: Sherri & Dee (Distributing Programs)
Pavilion Seating: Kim Widdess + Social Aides
Dip Room Meet: Diane + Social Aides
Howard U. Choir: Debby McGinn
Logistics Shadow: Julie

Departures

Entry Tent: Diane & Sherri
S. Drive to SW Gate: Margaret, Dwight, Dee

SEATING

Stage Participants Yellow by Name

The President
Mrs. Clinton
André Crisp
Colin Powell
Coretta Scott King
Michael Leavitt
Sargent Shriver
Eli Segal
Harris Wofford

#TBD Awardees Section

#TBD AmeriCorps Pledges Section

#TBD Members of Congress Yellow General Reserved

Greet Guests Blue by Name

Mr. Cothren
Mrs. Leavitt
Mrs. Segal
Mr. Shriver
Mr. Rogers

Cabinet/Senior Staff Yellow by Name

Ms. Lachance
Mr. Witt
Mr. Lew
Mr. Ibarra

East Room Participants (49)

Stage Participants and Guests (11)

André Crisp, AmeriCorps*NCCC Member

General Colin Powell, America's Promise

Mrs. Coretta Scott King, Founder, The Martin Luther King, Jr. Center for Nonviolent Social Change

Lynn Cothren, Guest

Governor Michael Leavitt, State of Utah

Mrs. Jacalyn Leavitt, Wife

Sargent Shriver, Chairman, Special Olympics International

Timothy Shriver, President & CEO, Special Olympics

Harris Wofford, CEO, Corporation for National Service

Eli Segal, President & CEO, Welfare to Work Partnership

Mrs. Phyllis Segal, Wife

Corporation for National Service (2)

Dr. Bob Rogers, Chairman of the Board, Corporation for National Service

Deborah Jospin, Director of AmeriCorps, Corporation for National Service

Members of the Cabinet (3)

Janice Lachance, Director, Office of Personnel Management

James Lee Witt, Director, Federal Emergency Management Agency

Jack Lew, Director, Office of Management & Budget

Members of Congress (33)

Sen. John Breaux

Rep. Robert Borski

Rep. Benjamin Cardin

Rep. Eva Clayton

Rep. Sam Farr

Rep. Harold Ford

Rep. Maurice Hinchey

Rep. Rush Holt

Rep. Sheila Jackson-Lee

Rep. Eddie Johnson

Rep. Dale Kildee

Rep. Dennis Kucinich

Rep. Tom Lantos

Rep. John Lewis

Rep. Carolyn Maloney

Rep. James Maloney

Rep. Edward Markey

Rep. Matthew Martinez

Rep. Carrie Meek

Rep. Patsy Mink

Rep. Dennis Moore

Rep. Constance Morella

Rep. Richard Neal

Rep. Silvestre Reyes

Rep. Timothy Roemer

Rep. Carlos Romero-Barcelo

Rep. Max Sandlin

Rep. Janice Schalowsky

Rep. Christopher Shays

Rep. Louise Slaughter

Rep. Robert Underwood

Rep. Bruce Vento

Rep. Lynn Woolsey

AmeriCorps Anniversary Events

5yr. reports
on chairs

Lunch 12-1:30 pm (100 people)

Program: The First Lady, Eli Segal, Harris Wofford
Presentation of the Dan Dutko Memorial Award (need to discuss)
FLORUS

Anniversary Event 1:30-2:30 pm (1000 people)

Pre-Program: Gospel group – CNS proposes Keb Mo (blues musician) to be the performer – he will be in town that day.

Program: ① The First Lady (5 min)

② Viewing of new AmeriCorps ads (1 min)

*Anniversary Ad
or
New Recruitment Ad (Grant #11)*

③ AmeriCorps Alum speaks (4 minutes)

④ *POTUS* - intro presenters in comments

Presentation of AmeriCorps Awards (one in each category) (20 - 25 minutes)

*Surprise Award
for FLORUS*

President introduces each celebrity, who in turn speaks briefly about the award winner. Award is presented by the President and First Lady. **One** award winner per category.

interested, v-ing schedule

Leadership – Colin Powell, John Glenn, Mia Hamm

Getting Things Done – Jerry Yang [or Colin Powell, Millard Fuller]

Community Strengthening – Dan Coats, Millard Fuller, Sargent Shriver

Gov. Leavitt - interested

Common Ground – Coretta Scott King, Dexter Scott King

↳ will do

~~The President (10 - 15 min)~~

The President Administers the Pledge to the new Class (1 minutes)

~~[Performance by Keb Mo] (4 minutes)~~

Singing of America the Beautiful (4 minutes)

Closing (1min) *POTUS*

*20 Honorable
Mentions*

Running time: One hour

DRAFT PROGRAM CONTENTS FOR 10/20 WHITE HOUSE

AmeriCorps --- 5 years of Getting Things Done

Program Agenda

- Music
- First Lady
- AmeriCorps Ads
- AmeriCorps member
- President
- All* AmeriCorps Awards
- AmeriCorps Pledge
- America the Beautiful

Draft descriptions ... where ever they belong in the program itself

All* AmeriCorps Awards

For the fifth anniversary of AmeriCorps, a new award honors their national and community service that gets things done, strengthens communities, develops leaders and builds common ground across the lines that divide us as a people. The All* AmeriCorps Award acknowledges the outstanding achievements of AmeriCorps members who through their service have made a difference in their communities and their nation. The AmeriCorps Alums honored by this award were selected in a national competition from hundreds of finalists from all across the nation. They represent the more than 100,000 unsung heroes who since 1994 have accepted the challenge to 'get things done for America' and serve as an inspiration to the heroes of our future.

The All* AmeriCorps Award has been designed and produced by the Franklin Mint. It carries the AmeriCorps logo and The Great Seal of the United States of America, representing the national tradition of service to one's country and for the benefit of the common good.

All* AmeriCorps Award Winners

Two lines on the 20 winners --- one for each year in all four categories
Listed by category? By year? By alpha name?

For instance:

The Common Ground Award honors the service of those who have brought people and organizations together across the lines that divide them.

1994 Franklin Delano Roosevelt of Hyde Park, New York, who created the CCC and put hundreds of thousands of young men to work for the common good.

1995 Etc

1996

The Corporation for National Service

In 1993, Congress passed and President Clinton signed the National Community Service Trust Act, which created the Corporation for National Service. The Corporation --- which oversees AmeriCorps, Learn and Serve America, and the National Senior Service Corps -- works with governor-appointed state commissions, nonprofits, faith-based groups, schools, and other organizations to provide opportunities for Americans of all ages to serve their communities. Congress created the Corporation

The AmeriCorps Pledge

I will get things done for America ---
To make our people safer, smarter, and healthier.
I will bring Americans together
To strengthen our communities.
Faced with apathy, I will take action.
Faced with conflict, I will seek common ground.
Faced with adversity, I will persevere.
I will carry this commitment with me this year and beyond.
I am an AmeriCorps member, and I will get things done.

America the Beautiful

(let me check the punctuation, etc, on the net)
Oh, beautiful,
For spacious skies
For amber waves of grain.
For purple mountain majesties
Above the fruited plain.
America, America
God shed his grace on thee.

And crown thy good
With brotherhood
From sea to shining sea.

10/13/99

AmeriCorps Event

Press:

Regional press around top members

POTUS interview / conf. call?
columnist

Harris / Powell. Sperling breakfast?

Harris

Many McGarry

Charlie Peters ~~(NAT)~~

Sperling Breakfast

Press Room roundtable

Press Club
(did in April)

Pundits Roundtable
(Leavitt & Harris / Bruce)

Hi-Tech → State

POTUS

Lehrer (w/members) ^(on Harris)
NPR

Cities (w/members)

AP roundtable

George (Bogala)

Columnists

Christian Science Monitor

Rolling Stone / Spin

Put out award winners to AP Sat. Sun.
~~for~~ for ~~sat~~.

invite list

AmeriCorps Anniversary Events

Lunch 12-1:30 pm (100 people)

Program: The First Lady, Eli Segal, Harris Wofford
Presentation of the Dan Dutko Memorial Award (need to discuss)

Anniversary Event 1:30-2:30 pm (1000 people)

Pre-Program: Gospel group – CNS proposes Keb Mo (blues musician) to be the performer – he will be in town that day.

Processional? → 4 awarders w/ POTUS?

Program: The First Lady (5 min)

Viewing of new AmeriCorps ads (1 min) *Disaster relief?*

AmeriCorps Alum speaks (4 minutes)

Presentation of AmeriCorps Awards (one in each category)(20 - 25 minutes)

President introduces each celebrity, who in turn speaks briefly about the award winner. Award is presented by the President and First Lady. **One** award winner per category.

Leadership – ① Colin Powell, John Glenn, Mia Hamm

Getting Things Done – ② Jerry Yang [or Colin Powell, Millard Fuller]

Community Strengthening – Dan Coats, Millard Fuller, Sargent Shriver, *Michelle Engler*

Common Ground – *Coretta Scott King, Dexter Scott King

The President (10 - 15 min)

The President Administers the Pledge to the new Class (1 minutes)

[Performance by Keb Mo](4 minutes)

Singing of America the Beautiful (4 minutes)

Closing (1min)

Running time: One hour

Stage:
Award winners
Presenters
Eli
Harris
POTUS
FLOTUS

200 AmeriCorps
members in
uniform

email
BR/EL
cc: O'Leary

Gov. Leavitt

↳ Yahoo founder; Americorp site for 5th anniv.

Resie O'Donnell (K-Mart-guns → donating \$ to gun viol. prevch. grps)

Bette Midler - does work w/ Americorp

Michelle Engler - active; chair of Mich. commission

All*AmeriCorps Agenda Items

- Invitations
- Anniversary Video
- Opening Music
- Spokespeople for All*AmeriCorps Awards

Getting Things Done, Strengthening Communities, Leadership, Common Ground

Millard Fuller - *founder of Habitat ("Getting Things Done")*
Colin Powell
Coretta Scott King
John Glenn
Max Cleland --- the legacy of the CCC (less so as Senator)
David Roosevelt - *grandson of FDR; rep. CCC*
Father Hesburg or another faith leader
Stephen Ambrose
Kathleen Kennedy Townsend, Sargent Shriver - *Kennedy tradition*
Rosa Parks
Grant Hill, Mark McGuire, David Robinson
William F. Buckley
Gov. Gary Locke, Gov. Marc Racicot
Geoff Canada - *mns larger Americorp org.*
Stephen Case
Jack Welch

Lowell:

Chuck Yeager
Chuck Kriak (military)

Any interest in Stars, Spielberg, etc.?
Arts community?

- AmeriCorps member
- President's keynote / *First Lady*
- The Pledge
- Closing Music

Americorp Event

No rally - more dignified, patriotic event

- Awards for Alumni - have notable presenter

- ① Common Ground
- ② Leadership
- ③ Getting Things Done
- ④ Strengthening Communities

• Entertainment - gospel choir?

• Video?
new ads

• Tent - 1,000 ppl. seated

• Service component

Award Presenters

① Military

- Colin Powell
- Chuck Knlak
- John Glenn
- Chuck Yeager

② Civil Rights - Common Ground

Coretta Scott King
John Lewis
~~Rosa Parks~~

③ Business

Stephen Case
Lou Gerstner
Jerry Yang (Yahoo)

R's: Kasich, Dan Coats

④ Religious Community