

draft/sc  
7/16/96

FIRST LADY HILLARY RODHAM CLINTON  
VIDEOTAPED REMARKS  
THE NATIONAL PARENTING INSTRUCTORS ASSOCIATION  
JULY 18, 1996

I'm delighted to address <sup>so many</sup> a group of people who are committed to helping parents fulfill their responsibilities to the children they bring into the world. I'm sorry I can't be with you in person today to celebrate your many accomplishments. I would particularly like to commend Dr. Kirby Alvy [al-vee] for his work in organizing this conference and his leadership of the "Effective Parenting" Movement.

Your conference theme: "Careers and Kids: Balancing Work and Parenting Responsibilities" couldn't be more <sup>timely</sup> auspicious. As we approach the 21st century, more and more parents are struggling to deal with increasing demands on their time and energy.

It's always been hard to be a parent. But I would venture to say that it's even harder today. In the past, women worked in the home, enabling them to spend more time with their children. Extended families often lived nearby, providing parents the help they needed with child care.

Today most fathers and mother work <sup>outside the home</sup> out, <sup>so</sup> economic necessity. Most extended families are scattered across the country. High quality child care is hard to find and not always affordable. And not enough workplaces espouse family-friendly policies that help parents meet their obligations at home and on the job.

Thankfully, people like you are helping parents learn how to make the most of the time and energy they have with their kids. You are teaching them about the importance of praise, discipline and responsibility in their children's lives. Efforts <sup>or care?</sup> such as those made by the Center for the Improvement of Child Caring and the National Parenting Instructors Association will pay huge dividends for our children, the health of our families and communities, and the future of our nation.

Thank you for the work you have done and continue to do every day to give parents the tools they need to give their children the right start in life. <sup>That every child deserves</sup>

love, attention and ###

discipline they need - and I

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VIDEOTAPED REMARKS  
THE NATIONAL PARENTING INSTRUCTORS ASSOCIATION

JULY 18, 1996

*helping parents fulfill their responsibilities to the children they bring into the world.*  
I'm delighted to address a group of people who are committed to such an important endeavor. I'm sorry I can't be with you in person today to celebrate your many accomplishments. I would particularly like to commend Dr. Kirby Alvy [al-vee] for his tireless work in organizing this conference and his leadership of the "Effective Parenting" Movement.

Your conference theme: "Careers and Kids: Balancing Work and Parenting Responsibilities" couldn't be more auspicious. As we approach the 21st century, more and more families are struggling to deal with increasing demands on their time and energy.

*But I would venture that it's even harder to be a parent today. Of course, it's always been hard, but in the past, women worked primarily in the home, enabling them to spend more time with their children. And extended families often lived in the same community, enabling relatives to help with child care.*

*Parents need help. They needed it then, most parents need it now. Most parents - mothers work out of economic necessity. Most extended families are scattered across the country. High quality child care is hard to find and not always affordable.*  
But today people and programs to help parents can be hard to find. As a nation, we are not giving enough attention to what ought to be our highest priority: giving people the tools and knowledge to be the best parents they can be.

*Such as love made by*  
We need to do more, and thankfully, people like you are, making a difference. By helping parents learn to discipline, to praise, and to teach responsibility to their children, the efforts of the Center for the Improvement of Child Caring and the National Parenting Instructors Association will pay huge dividends in the lives of our children, in the health of our families and communities, and in the future of our nation. You know that there is no more important investment this country can make than in the future of our children.

*the investment we make in raising them*  
As Jacqueline Kennedy Onassis once said, "If you bungle raising your children, I don't think whatever else you do matters very much." Thank you for the work you have done and continue to do every day on behalf of all our children.

*to give children the start they need to live -- and to give Parents the tools they need to raise their children. ##*  
*about the importance of praise, discipline & responsibility in their children's lives.*

*learn how to make the most of the time and energy they have with their kids. You are teaching them*  
*And not enough workplaces offer spouse family friendly policies that help parents meet their obligations at home and on the job.*

## Points for the First Lady

Because of the parent support groups run by the MELD organization in Minnesota, three year old Denise Williams is getting more positive attention and love. Her parents have learned that when they get help from other parents, they can be more loving of Denise.

Because of the parenting classes run by the New Jersey Institute for Parent Education, 16 year old Joyce Brenner is learning to be responsible for getting up and going to school on time. Her parents have learned to lead family council meetings where personal responsibility is encouraged and rewarded.

Because of the Effective Black Parenting Programs that are run by the Diocese of Lafayette, Louisiana, hundreds of African American children are staying away from gangs and off drugs. Their parents have learned how to nurture and discipline them through new, positive methods that help their children develop self-discipline.

Because of the parenting programs run by the Tacoma, Washington Farm Workers Clinic, nine year old Mateo Hernandez is learning how to be more respectful of his elders and teachers. His parents have learned how to instill respect by respecting his feelings and needs.

Because of the parenting programs run by the Centers for Youth and Families in Little Rock, Arkansas, six year old Henry Allen is learning he can talk about his problems with his brothers and sisters rather than fighting. His parents have learned the skills of democratic decision-making.

Because of the parenting programs supported by Southern California Edison, parents throughout the Los Angeles Unified School District have been taught how best to create a home life that promotes learning.

Because of the parenting classes of the Georgia Council on Child Abuse, parents throughout the state are learning how to gain the cooperation of children without hurting them.

THE WHITE HOUSE  
OFFICE FOR WOMEN'S INITIATIVES AND OUTREACH

TO: Sabrina Colett 6-5708

FAX: 6-5709

DATE: 7/16/96

NUMBER OF PAGES (including cover sheet): 3

FROM:

☐ BETSY MYERS, Director

☐ LISA OSBORNE ROSS, Deputy Director

☐ MICHELE ALTEMUS, Agency Rep., Interagency Committee

☐ MARY DIXON, Agency Rep., Interagency Committee

☐ GLORIA LONG, Agency Rep., Interagency Committee

☐ CLAUDIA RAYFORD-WILLIAMS, Agency Rep., Interagency Committee

☒ SONDRA SEBA., Agency Rep., Interagency Committee

☐ Other

NOTES:

*Please let me know if you need anything else for The First Lady's video for The National Parenting Instructors Assn. Thanks -*

THE WHITE HOUSE  
OFFICE FOR WOMEN'S INITIATIVES AND OUTREACH  
708 JACKSON PLACE, NW  
WASHINGTON, DC 20503  
PHONE: (202) 456-7300; FAX: (202) 456-7311

*(SS)*



## FAX COVER SHEET

To: Dondra Seba

Date: 7/16/96

Fax #: (202) 456-7311

From: Dr. Kerby T. Alry

Number of Pages (including cover page): 2

Reference: \_\_\_\_\_

Here's some bullets for the First Lady  
that (a) gives the national nature of the Effective  
Parenting Movement, (b) how children are helped,  
and (c) what parents learn that helps their  
children. Several important family values  
are seen as promoted by parents learning  
what is taught in various parenting programs.

CENTER FOR THE IMPROVEMENT OF CHILD CARING

11331 Ventura Boulevard, Suite 103

Studio City, California 91604-3147

Phone: (818) 980-0903 Fax: (818) 753-1054

Toll-Free (U.S. only): 1-(800) 325-CICC



## CENTER FOR THE IMPROVEMENT OF CHILD CARING

11331 VENTURA BOULEVARD, SUITE 103 • STUDIO CITY, CALIFORNIA 91604-3147  
(818) 980-0903 • FAX: (818) 753-1054

April 11, 1996

The President and Mrs. Clinton  
The White House  
Washington, D.C. 20500

Dear President and Mrs. Clinton:

It is with warmth and pride that we write to honor both of you for your commitment to being the best parents possible and to successfully balancing career and parenting responsibilities. Your sensitive, caring, educated and protective approach to raising Chelsea is a model that everyone can learn from. The fact that both of you also reach out to other parents, and that you truly put children first, is also worthy of special recognition.

When I met both of you last summer in the Oval Office as our organization was being acknowledged as part of the First National Parents' Day Celebration for its two decades of work in helping parents to be better parents, I sensed your genuine commitment. I asked you both to become champions of the Effective Parenting Movement. I also mentioned that our organization runs the National Parenting Instructors Association and that we conduct an annual national conference in California.

We would like to honor you at this year's conference, whose theme is Careers and Kids: Balancing Work and Parenting Responsibilities. The conference is the major national event in the parent training field and it is attended by parenting instructors and parenting organizations from throughout the country, including your friends from the Center for Youth and Families in Little Rock. Conference speakers include other people who you know personally including Faith Wohl of the Office of Workplace Initiatives.

The conference is co-sponsored by a variety of government agencies and corporations who also support our overall parent training activities, including the Office of Juvenile Justice and Delinquency Prevention, GTE, AT&T and Xerox. KABC-TV and Working Mother magazine are also co-sponsors.

We would like both of you to be honored and speak at the Thursday July 25, 1996, Conference Awards Luncheon, noon to 2:00 PM. We would also like

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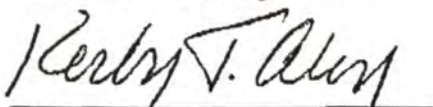
Kerby T. Alvy, Ph.D.  
Executive Director

Stanley A. Sandberg, CPA  
Director of Finance

both of you to speak at an evening gathering of 1,000 California parents who we are bringing together to celebrate this year's National Parents' Day (which is the Sunday after the conference). The evening event is scheduled for 7:00 to 9:00 PM. Both events will take place in the Grand Ballroom of the Universal Sheraton Hotel in Universal City, and will be widely publicized.

We ardently hope that your schedules will allow for your being available for this well-deserved and timely acknowledgment!

With warmest regards,

A handwritten signature in cursive script, reading "Kerby T. Alvy". The signature is written in dark ink and is positioned above a horizontal line.

Kerby T. Alvy, Ph.D.

Founder, Executive Director

Center for the Improvement of Child Caring

**THE MAJOR NATIONAL EVENT IN THE PARENT TRAINING FIELD**

*The Third Annual National Parenting Instructors Conference:*

# Careers & Kids™

## *Balancing Work and Parenting Responsibilities*

Join with your colleagues in the Effective Parenting Movement for this highly practical and enjoyable conference.

The Conference connects you to nationally prominent parenting authorities, authors, researchers and political figures.

The Conference's special focus on Work and Parenting provides you with new insights on delivering parenting services at the workplace and how to create parent-friendly work environments.

You will also be exposed to the largest array of parenting programs to strengthen families and to prevent juvenile delinquency, child abuse, drug abuse, gangs, school problems, crime and violence.

If you are responsible for parenting programs in your organization, or if you deliver them, *this* is the conference for you!

**Pre-Conference Training Institutes – July 24, 1996**

**Conference – July 25-26, 1996**

**The Sheraton Universal Hotel,  
Universal City, California**



A Catalyst for the Effective Parenting Movement

**Who Should Attend: Work/Family Managers • Educators • Counselors • Social Workers • Clergy  
Child Care Consultants • Administrators • Human Resource Managers • Psychologists • Mental Health Workers  
Health Care Professionals • Community Leaders • Parent Trainers • Government Officials**

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WORKING MOTHER MAGAZINE

XEROX CORPORATION

# Conference Highlights

## Pre-Conference Training Institutes

All Day Wednesday July 24, 1996

## Gala Reception for Conference Attendees

Wednesday Night 6PM - 9PM

## Opening Session

Thursday July 25, 1996 - 9:00AM - 10:15AM

"Balancing Careers and Kids - The Art of the Almost Impossible"  
A Conference Interactional Experience with Paula Statman,  
Author, Parenting Program Creator, Entertainer

## Awards and Networking Luncheon

Thursday 12 NOON - 1:45PM

## Panel Discussion

Thursday 3:30PM - 4:45PM

Creating a Parent-Friendly Work Environment  
Faith A. Wohl, U.S. Office of Workplace Initiatives  
Bonnie Michaels, Managing Work and Family, Inc.  
Parents and Employers

## Historic Organizational Meeting of the National Parenting Instructors Association

Friday July 25, 1996, 7:00AM - 8:30AM

## Conference Workshops

26 Exciting, Topic-Centered Educational Workshops  
Thursday and Friday

## Parenting Program Faire

20 State-of-the-Art Programs on Display  
Friday 9:00AM - 11:00AM

# Conference At-A-Glance

## Pre-Conference Training Institutes and Reception

**JULY 24, 1996**

|              |                                                                         |
|--------------|-------------------------------------------------------------------------|
| 8:00 - 9:00  | Continental Breakfast, Institute Check-In and Early Conference Check-In |
| 9:00 - 12:00 | Pre-Conference Training Institutes                                      |

|              |                                              |
|--------------|----------------------------------------------|
| 12:00 - 2:00 | Lunch on Your Own                            |
| 2:00 - 5:00  | Pre-Conference Training Institutes           |
| 6:00 - 9:00  | Gala Reception and Early Conference Check-In |

## Conference Schedule

**JULY 25, 1996**

|               |                                                                                       |
|---------------|---------------------------------------------------------------------------------------|
| 8:00 - 9:00   | Continental Breakfast, Conference Check-In and Exhibits                               |
| 9:00 - 10:15  | Opening Session: <i>Balancing Careers and Kids - The Art of the Almost Impossible</i> |
| 10:30 - 11:45 | Workshops                                                                             |
| 12:00 - 1:45  | Awards and Networking Luncheon                                                        |
| 2:00 - 3:15   | Workshops                                                                             |
| 3:30 - 4:45   | General Session: <i>Panel on Creating a Parent-Friendly Work Environment</i>          |
| 5:00 - 6:00   | Reception, Refreshments and Exhibits                                                  |

**JULY 26, 1996**

|               |                                                                                        |
|---------------|----------------------------------------------------------------------------------------|
| 7:00 - 8:30   | National Parenting Instructors Association: <i>Breakfast and Clarification Meeting</i> |
| 8:30 - 9:00   | Continental Breakfast                                                                  |
| 9:00 - 11:00  | Parenting Program Faire                                                                |
| 11:15 - 12:30 | Workshops                                                                              |
| 12:30 - 2:00  | Lunch On Your Own                                                                      |
| 2:00 - 3:15   | Workshops                                                                              |
| 3:15 - 3:30   | Conference Wrap-Up and Evaluation                                                      |

## Sheraton Universal Hotel

Set atop one of the Hollywood hills, on the back lot of the world's largest movie studio, the Sheraton Universal is an island of pleasure set amid the magic of Universal Studios.

With sweeping views of Hollywood and the nearby San Fernando Valley, the Sheraton Universal has easy access to major freeways and all the fun under the California sun. At the hotel you can relax in the tropical setting around a secluded pool, catch a flick at the 18-screen

Cineplex Odeon Cinema, jump on a free tram to get to Universal Studios Hollywood world famous tour and the exciting new shopping and eating center, Citywalk. The Burbank Airport is 15 minutes away, and LAX a 30-45 minute drive.



# Six Good Reasons To Join the National Parenting Instructors Association

Believing that networking, continuing education, and advocacy are critically important, The Center for the Improvement of Child Caring (CICC), one of America's oldest and most influential parent training organizations, has developed the highly successful and supportive National Parenting Instructors Association. The Association is devoted exclusively to the needs of instructors and organizations involved in the delivery of parent training services (regardless of the types of parenting services or programs delivered).

The Association provides its members with the tools to advocate for more and better parenting services in their communities, and is a catalyst for the Effective Parenting Movement nationwide.

## The advantages to you:

Membership provides an opportunity to play a meaningful role in shaping and supporting the Effective Parenting Movement — its success is your success.

Through a variety of channels, including local chapters and the Parenting Instructor Newsletter, membership offers a wide range of opportunities for mutual support and networking with other individuals and organizations in the field.

Members receive CICC's acclaimed Parent Training and Family Life Catalog through which they can obtain any of 40 program curriculum and over 300 parenting and child development books, pamphlets and tapes at the lowest prices anywhere.

Membership entitles you and your clients to a reduced membership rate for Mothers' Network, a fast-growing national organization for parents, which has its own array of networking and product benefits.

Membership opens the door, and makes discounts available, to the Annual National Conference where the Effective Parenting Movement is organized and exemplified.

With reduced rates for Instructor Training Workshops, membership encourages your continuing education to help you and your organization deliver the best and most culturally-appropriate parent training services.

Take advantage of all these opportunities —  
Enroll Today!

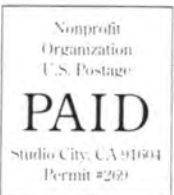
Use the Conference Registration Form to enroll or have your VISA or MasterCard ready and call 1-800-325-2422.

The National Parenting Instructors Association is a project of the Center for the Improvement of Child Caring, a non-profit training, research and community service organization, established in 1974



A Catalyst for the Effective Parenting Movement

11331 Ventura Boulevard, Suite 103  
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Save \$25 Off Your Conference Registration by  
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4TH STORY of Level 1 printed in FULL format.

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March 29, 1995, Wednesday

SECTION: Financial News

DISTRIBUTION: TO FEATURES EDITOR

LENGTH: 628 words

HEADLINE: EFFECTIVE PARENTING MOVEMENT TO BE LAUNCHED BY THE CENTER FOR THE IMPROVEMENT OF CHILD CARING

DATELINE: STUDIO CITY, Calif., March 29

BODY:

A movement to help children by improving the overall quality of child rearing in America will be launched this April by the California-based Center for the Improvement of Child Caring (CICC) and its National Parenting Instructors Association. The movement is designed to educate the public about those parenting practices and approaches that are known to help children become healthy, cooperative and productive citizens, and to train millions of parents in the basic skills of effective contemporary parenting.

The 21-year-old, non-profit CICC is one of America's largest and most influential parent training organizations. In addition to running the National Parenting Instructors Association and having already trained over 5,000 parenting instructors nationwide, CICC creates and distributes the largest array of parenting, skill-building programs, including programs designed specifically for ethnic minority parents. CICC also conducts research projects on effective parenting and the benefits of parent training.

The Effective Parenting Movement will be organized by community leaders, educators and health and social service professionals from throughout the country as they come together at the 1995 National Parenting Instructors Conference, April 19-21, at the Sheraton Universal Hotel in Universal City, Calif. The conference is co-sponsored by a variety of federal and state government agencies, including the U.S. Office of Juvenile Justice and Delinquency Prevention, the Center for Substance Abuse Prevention, the Bureau of Maternal and Child Health, and the California Departments of Social Services and Education. It is also supported and co-sponsored by an array of private sector companies and organizations, including the Xerox Corp., GTE, Texaco, KABC-TV, Southern California Edison, American Guidance Services, Active Parenting Publishers, the National Committee to Prevent Child Abuse, Minnesota Early Learning Design, Cities in Schools, and HIPPI USA.

"Today's parents face unprecedented challenges and dangers," says CICC's Founder and Executive Director, Dr. Kerby T. Alvy, who is one of 30 nationally recognized parenting experts who will speak at the conference. "More parents than ever before are raising children on their own in single parent families. Most two parent families have both parents in the workforce. Because of

economic, physical and emotional stresses, nearly 3 million parents are reported annually for abusing or neglecting children. Ineffective and uninformed parenting," Dr. Alvy adds, "also contributes to a whole host of other problems that plague our communities, like juvenile delinquency, drug abuse, school failure, gang involvement, crime and violence."

By educating millions of parents through research-proven parenting programs and mobilizing them into clubs or networks that promote effective parenting, the movement offers a clear and practical plan for solving these seemingly intractable and costly problems.

The Effective Parenting Movement and its curative programs are described in Dr. Alvy's book, "Parent Training Today: A Social Necessity." The specific actions that need to be taken to involve all segments of American society in this nonpartisan and nonsectarian movement will be available in documents that will be distributed at the national conference. A wide range of modern parenting programs will also be demonstrated at the conference.

For more information on the Movement, for conference enrollment information, or to order "Parent Training Today," call CICC's toll free number, 800-325-CICC. CONTACT: Joseph Winston of Center for the Improvement of Child Caring, 818-980-0903

LANGUAGE: ENGLISH

LOAD-DATE: March 30, 1995

YLO/PS

OFFICE OF SCHEDULING FOR THE FIRST LADY

DATE \_\_\_\_\_

|                                  |                                                                                                     |
|----------------------------------|-----------------------------------------------------------------------------------------------------|
| ORGANIZATION/<br>EVENT           | National Parenting Instructors Association                                                          |
| DATE                             | July 25                                                                                             |
| LOCATION                         | Universal City, CA                                                                                  |
| EVENT<br>DESCRIPTION             | Conference: Women + Kids: Balancing work +<br>parenting Respmo.                                     |
| STATUS                           | <p>ACCEPT _____</p> <p>REGRET _____</p> <p>PENDING _____</p> <p>VIDEO _____</p> <p>LETTER _____</p> |
| CONTACT<br>Dandra Seba<br>x67310 | <p>DR. Kirby Alvie</p> <p>(W) 818-980-5111</p> <p>(H) 818-501-7111</p>                              |
| NOTES                            |                                                                                                     |

## ROUTING SLIP

DATE: 6/28/96FROM: Stephanie Streett and Anne Hawley  
Deputy Assistants to the President and Directors of SchedulingSUBJECT: Video message - Nat'l Parenting Assoc. Instructors' *pair*Don Baer ☒Mack McLarty ☐Peg Cusack ☐Leon Panetta ☐Rahm Emanuel ☐Jack Quinn ☐Jack Gibbons ☐Carol Rasco ☐Laura Graham ☐Paige Reffe ☐Marcia Hale ☐Patti Solis ☒

CAN HRC do a video?

Alexis Herman ☐Doug Sosnik ☐Nancy Hernreich ☐G. Stephanopoulos ☐Kitty Higgins ☐Todd Stern ☐John Hilley ☐Ann Stock ☐Harold Ickes ☐Kim Tilley ☐Jennifer Jose ☒Jodie Torkelson ☐Ron Klain ☐Laura Tyson ☐Anthony Lake ☐Melanne Verveer ☐Evelyn Lieberman ☐Michael Waldman ☐Bruce Lindsey ☐Maggie Williams ☐Mike McCurry ☒Betsy Myers ☒Laura Schwartz ☒Jim Dorskind ☒FILE: regretCOMMENTS: make sure a letter is sent from POTUS*Holly - When are we meeting + doing videos?*

VIDEO REQUEST PROPOSAL

June 26, 1996

☐ ACCEPT

☒ REGRET

☐ PENDING

TO:

Stephanie Strecht  
Anne Walley  
Patty Solis-Doyle

FROM:

Betsy Myers

*BMY*

REQUEST:

For the President and the First Lady to be honored and to deliver a message to the Awards Luncheon for the National Parenting Instructors Association's conference Careers and Kids: Balancing Work and Parenting Responsibilities in Universal City, California.

PURPOSE:

To celebrate the President and the First Lady for being great parents and to highlight their commitment to effective parenting.

DATE AND TIME:

Video is needed by Thursday, July 17, 1996.  
Video will be shown on Thursday, July 25, 1996 at noon.

SOURCE OF PAYMENT:

Group has agreed to pay.

BACKGROUND:

Video will be shown in Universal City, California.

DURATION:

3 minutes.

CONTACT:

Sondra Seba, x67310

ORIGIN OF THIS PROPOSAL:

Staff generated.

VIDEO FOR: National Parenting Instructors Association

The organization or person that the video is for:

Thank  
Dr. Alvey

National Parenting Instructors Association's conference Careers and Kids: Balancing Work and Parenting Responsibilities

The purpose for doing the video:

This is a great opportunity for the President and Mrs. Clinton to reach out to and inspire the leaders of the effective parenting movement, who on a daily basis strive to implement family values in their communities. They would also have an appropriate forum to provide a personal reflection on their role as parents. In addition, they could highlight how they have made life easier for our nation's families through the Family and Medical Leave Act, increasing student loans, allocating money to improving security at schools, etc.

Background information about the organization and event:

The conference is a major national event in the parent training field and will be attended by three to five hundred parenting instructors and representatives from parenting organizations from across the country, including the Center for Youth and Families in Little Rock.

The conference is being organized by Dr. Kerby Alvy who attended the signing of the proclamation for the First National Parents' Day in the Oval Office in July, 1995.

Conference co-sponsors include the National Parenting Instructors Association, Office of Juvenile Justice and Delinquency Prevention, GTE, AT&T, Xerox, KABC-TV and *Working Mother Magazine*.

THE WHITE HOUSE  
OFFICE FOR WOMEN'S INITIATIVES AND OUTREACH

TO: Jill NicholsFAX: ~~62317~~ 62317DATE 7/8/96NUMBER OF PAGES (including cover sheet): 3

FROM: \_\_\_\_\_ BETSY MYERS, Director  
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\_\_\_\_\_ CLAUDIA RAYFORD-WILLIAMS, Agency Rep., Interagency Committee  
\_\_\_\_\_ SONDRA SEBA., Agency Rep., Interagency Committee  
X Other LAVEN WHEELLOCK

## NOTES:

Please find scheduling request we discussed attached.  
Thanks.

THE WHITE HOUSE  
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