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12:30 PM - Meeting with the President  
Vice President and Jim  
Lynn

Thursday, April 24, 1975

Received by mail, envelope by  
Nancy Towell Rm. 275 4/24

College of  
Liberal Arts



Corvallis, Oregon 97331 (503) 754-2511

April 9, 1975

The Honorable Nelson Rockefeller  
Vice President  
Washington, D.C.

Dear Nelson:

I've received letters in the last few days from some of the nation's most solid citizens regarding my possible appointment as chairman of the Citizens' Action Committee, one that is soon to become the Citizens' Action Committee for Energy Conservation.

The entreaties -- and that's what they are -- would go to a person's head, so positive are they in tone. So I've been pondering a response. And then here comes your letter, making further pondering unnecessary because -- and I'm reading this into your letter -- the Administration is firmly fixed behind energy conservation.

Let me say, Mr. Vice President (and what a great sense of fulfillment it is to be able to address you in that fashion)... let me say that if I have read into your letter something that's not there, be the first to disabuse me.

I'm saying -- hoping -- that the Administration is solidly behind energy conservation because, in my own view, the only way we're going to get a relatively fast infusion of "new" energy into our economy is by making better use of the energy already available to us. I am sometimes even intense on this point. Continental shelf drilling, oil from Alaska, nuclear power, dredging coal out of the Western states' energy breadbasket -- all those take time the country doesn't have. We can give ourselves more lead time only through conservation.

Excuse the lecture; you didn't need that, I know. But I needed to say it as sort of a preface to my going for the brass ring on behalf of the Citizens' Action Committee for Energy Conservation.

You know how I wear my heart on my sleeve and my brain on my shoulder. The only reason I've gotten a reputation as a "good politician" is that I've always said what I think. It hasn't always turned out well, but I don't know anyone who would want a politician to be otherwise.

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That's enough preface. Please let me summarize what I intended to say: I'll take the job if the Administration is firmly behind conservation, both publicly and financially, and if the Administration will direct the prime energy-related agencies to accept this new creature as an equal, as a helper, and possibly even as a coordinator of energy conservation moves.

As quickly as I can, here's what would be required to give the Citizens' Action Committee the clout it needs and, not so incidentally, the remuneration Tom McCall needs (because I'd have to give up both a job and a pension to be able to serve you)

My appointment as chairman of the Citizens' Action Committee for Energy Conservation should be announced by the President. The Committee, not I alone, needs that visibility. I will take the responsibility (with Sylvia Porter's help, which I'm sure she'll give) for explaining the transformation from WIN to Energy Conservation. Naturally, the President will take the heat at first; all I'm saying is that Ms. Porter and I will share it. Speaking for myself, I can do it somewhat gleefully, because energy conservation is a marvelous extension of Whip Inflation Now.

The revitalization, transformation, or whatever word fits, of the Citizens' Action Committee should include a statement by the Administration that this Committee will have the full cooperation of the Energy Resources Council, the Federal Energy Administration, the Energy Resources and Development Administration, and, to the extent possible, of our representatives to the international energy agency. This, of course, is just a herd of words. If I have Presidential portfolio, the words can be translated to action, and the cooperation will come because we'll all be on the President's team. If the President says that energy conservation is absolutely necessary, explains why, and outlines the coordinated way of achieving his goals, citizens will get the message, and follow the President.

The Administration should cut through the barriers and implement as soon as possible the energy conservation pilot program created by the Federal Energy Administration, which has Region 10, the Pacific Northwest minus Alaska, as the kickoff point. This is rather far under what usually comes to your attention, but it's vital. It's a system for finding out where one region is now, for pushing energy conservation, for monitoring the results and then applying the program nationwide. The proposal to do this comes

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from Robert G. (Bob) Davis, my former executive assistant and a man you know, and from the Institute for Applied Energetics, of which I am president. I have, however, severed the Institute, even though it's a nonprofit corporation, from the project. That decision stands regardless of whether I take on the chairmanship of the Citizens' Action Committee. And it's all open to whatever inspection the public might like to make. I back the effort, though, because it's necessary, and because the FEA has assembled the people to make it work, now.

Finally, the Administration should put at the disposal of the Citizens' Action Committee about \$250,000 for its operations from "as soon as possible" to the end of the fiscal year, June 30, 1976. This would provide for a three-member office in Washington, an assistant for me in Oregon, and compensation to me of \$200 per day worked, but not to exceed \$2,400 per month. In addition, for the travel expected of me, I'd ask for transportation, food and lodging costs, plus a small expense allowance. I pledge, though, to do what I can to raise money from the private sector to help lower the government's contribution.

It would be my intention to retain on the Washington staff the present director of the Citizens' Action Committee, Richard Krolik, and his secretary, and to add to that staff an energy conservation/economics expert.

It also is my intention to invite all the present members of the Citizens' Action Committee to stay with the effort, and to seek their guidance. I've received letters from four committee members urging me to take the job. Sylvia Porter's remark stands higher than I do, all 6-foot-5 of me: "I join enthusiastically with my colleagues in urging you to take my place and lead this important work...Unless you want me to, I do not plan to resign from the Committee. I also am, and always have been, deeply committed to the concept of voluntary action by the American public to achieve desirable national goals. But I too know that it is time for me to turn over the No. 1 spot..."

Magnificent lady.

In return for the Administration's public blessing and support of the Committee, I'll promise:

To be the Administration surrogate for energy conservation, documenting my way, and never dodging;

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To report my findings; the results of Committee activity for better or worse; public and private sector successes and failures and so on, to whatever office the President designates;

To present to the Administration both a program budget and a financial budget, showing what the Committee hopes to accomplish, when, and how;

To have the Committee, through its staff, act -- if you like -- as the agency that fields and responds to the public's energy conservation ideas. I give you my assurance, though, that no letter, no idea, will be short-stopped; agencies responsible by law for energy conservation -- and that includes the Office of the President -- will receive copies of the letters and the Citizens' Action Committee response. I bring this up partly because I think it necessary for people to have a place where they can get a sympathetic hearing, but mostly because it's absolutely essential for the Committee to have an opportunity to enlist in the cause those citizens who are so "with it" that they'll take the time to write.

I also will, if requested, assist the Federal Energy Administration in working with the regional governors' associations and the National Governors' Conference to help explain Administration policy, and strive to win gubernatorial support for a strong energy conservation program. Because I've been one one of their number, I think I could well serve the President in that arena, provided, again, I had Presidential portfolio, and provided that the FEA would want my help.

You'll note I'm sending a copy of this to Dick Krolik, who'd most properly identified as White House Liaison to the Citizens' Action Committee, and to the others besides you who've asked that I take on this job. I'd like to be able to say that there's nothing political in sending the copies, but that wouldn't wash, not with one who's as astute as you. So I guess it is political; I'm sending copies to people you and I both know are Very Important People, hoping they'll use their muscle to get you to agree to all the philosophy and conditions I've laid out. That's what I meant by saying I'm going for the brass ring. It sounds presumptuous, but I know I can do the job.

This letter is long primarily because of the conditions I attach to my acceptance of the job. Those conditions have to be there, though. You and I both remember the personal "Pearl Harbor" John Love suffered.

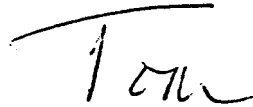
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So it's incumbent on both of us to know the rules. You, the people who have written to me, the people they've gotten into Winning against Inflation, the brilliant down-home economist Sylvia Porter, and I -- we also know the stakes.

If you have to turn me down, Mr. Vice President, I'll understand. And it won't mar our friendship one whit.

You can come to Oregon; you ought to come to Oregon, a state that proved it loves you. Whenever you come, and wherever you go, let me be there. A pat on the back is okay for politicians; but friends? They shake hands, and hug, and rejoice at seeing each other again. Let me see you.

Warmest wishes,



Tom McCall

cc: Sylvia Porter  
Field Newspaper Syndicate  
30 East 42nd Street  
New York, N.Y. 10017

Elvis J. Stahr, President  
National Audubon Society  
950 Third Avenue  
New York, N.Y.

Clarence Mitchell, Director  
Washington Bureau, NAACP  
Suite 410 - Woodward Building  
733 15th Street N.W.  
Washington, D.C. 20005

Frank Stanton, Chairman  
The American National Red Cross  
National Headquarters  
Washington, D.C. 20006

Richard Krolik  
Citizens' Action Committee, Inc.  
P.O. Box 19188  
Washington, D.C. 20036

THE WHITE HOUSE  
WASHINGTON

April 17, 1975

MEMORANDUM FOR:

MRS. ANN WHITMAN  
✓ MR. JAMES CANNON  
MR. JAMES LYNN

FROM:

WARREN RUSTAND *WR*

SUBJECT:

Approved Presidential Activity

Please take the necessary steps to implement the following and confirm with Mrs. Nell Yates, ext. 2699. The appropriate briefing paper should be submitted to Dr. David Hoopes by 4:00 p. m. of the preceding day.

1. Meeting with Vice President Rockefeller  
Thursday - April 24, 1975 - 12:00 Noon-
2. Meeting with Vice President Rockefeller,  
Mr. Cannon and Mr. Lynn - Thursday, April 24, 1975  
12:30 p.m.

Date:

Time:

Duration:

Location:

The Oval Office

Press Coverage:

Purpose:

Regular weekly meetings

cc: Mr. Hartmann  
Mr. Marsh  
Mr. Cheney  
Dr. Connor  
Dr. Hoopes  
Mr. Jones  
Mr. Nessen  
Mr. O'Donnell  
Mrs. Yates