I. Subject is "there is need for greater rapport between business and government."

A. "Rapport" comes from the French... we're certainly not talking about the kind of relationship that exists between Lyndon Johnson and Charlie DeGaulle.

B. "Rapport" by dictionary definition means "a relationship marked by harmony, conformity, accord, or affinity."

II. What kind of rapport are we talking about when we say there is greater need of such between business and government?

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A. There now is rapport of a kind between President Johnson and American business leaders.

1. This is surface, "arm-around-the-shoulders" kind of rapport.

2. The President seeks to establish this kind of rapport when he needs business leader support for some presidential objective.

3. This is a one-sided rapport...a rapport which serves the President's purposes.

4. This is the rapport of "conformity" and consensus, to use one of Lyndon's favorite words.
B. The kind of rapport really needed between business and govt is a give-and-take kind of rapport, a rapport where the role of business in national life is truly appreciated and not simply made use of to serve political purposes.

1. This is a rapport built on fairness and impartiality—the kind of rapport which would have found the Admin administering the wage-price guidelines—now understandably defunct—without fear or favor.

2. This is a rapport that is based on genuine understanding between the forces of business and govt, not on $1,000 President’s Club memberships which represent $1,000 slices of the influence pie.

III. Business attempts to establish favorable relations with federal govt are completely natural and understandable.

A. Fed’l Gov’t is Big Business...does a lot that affects business, does a lot to business.
1. Gov't regulates almost every phase of biz. activity.
2. Gov't spending has tremendous impact on bizness.
   a. Fed'l Gov't has nearly 3 million civil employes on the payroll—and that payroll totals roughly $22 billion a year. In add'n there are 3,300,000 Americans in uniform, and the annual military payroll totals another $17.5 billion. That's a combined payroll of 6,300,000 people and nearly $39 billion.

b. Gov't buying is vital to bizness.
   (1) Gov't procurement is bread and butter for many industrial concerns.
   (2) Shifts of government procurement can virtually mean life and death for some communities.

IV. Fed'l Government touches the lives of all Americans, and particularly businessmen, so business need to get along with gov't and develop best possible rapport.
A. There are obstacles to development of best possible rapport between business and fed'1 government.
   1. One obstacle is that liberals look upon all businessmen as suspect, as guided only by the profit motive.
   2. Another obstacle is that businessmen generally have not accepted the idea that they must exert leadership in solving America's social problems...in other words, they must be concerned about social problems first and profits

b. The problem is to sell the people on the willingness of business to do the job, and to put together the right formula of business-gov't cooperation.
VIII. The public image of business as willing to take the lead in solving America's social problems is necessary to developing the proper rapport between business and the federal government.

A. This image is not readily cultivated when the President says business must provide a number of jobs for ghettos or the government will.

B. This image is cultivated by business leaders like George Champion, the board chairman of Chase Manhattan Bank, when he points out the tremendously important role businessmen can and should play in solving America's social problems.

VII. There is a desperate need today for a flow of private capital in the government for the greatest possible flow of good will, trust and understanding in solving the most pressing social problems in this country and the solution of their own problems.

VI. We need a flow of private capital to solve the kind of creativity that business and industry have brought to the solution of their own problems.
stimulate this flow

VIII. Total Government solutions for America's major social problems have failed.

A. They have failed because the govt failed to avail itself of the problem-solving skills of private enterprise.

B. They have failed because the proper kind of rapport between govt and business was lacking.

IX. If business takes the lead in public problem-solving, the problem of govt-business rapport will take care of itself.

X. It is too much to expect business to assume the responsibility for solving social problems without some stimulation by govt.

XI. That stimulation should take the form of tax incentives—the kind of incentives contemplated by the many House Republicans who have introduced bills providing for tax credits to get industry massively involved in providing on-the-job training for ghetto youths, creating jobs to place them in, and building new plants in the central cities.
instead of fleeing to the suburbs.

XII. The kind of business activity which would be stimulated by tax credits for on-the-job training and construction of plants in the central cities would generate rapport between gov't and business, and between business and the public.

XIII. From it would flow an era of good feeling which would contribute greatly to progress for America...not only material progress but the kind of spiritual progress

we must foster if we the American people are to be spared the agony of a new kind of civil war.

XIV. The kind of rapport we need is the rapport best defined as harmony, and this can only come if business rise to the challenge posed by the social problems of today's America.

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PITTSBURGH, PA.

MAR. 19, 1968

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