

SPEECH COVER SHEET

Horace Deets

DCN 139

EVENT

Description: "The Future of Work" Meeting

Theme: Work Issues

Key Participants: See attached list for corporate participants. You will introduce Gene Lehrmann, who will introduce the moderator, Hedrick Smith.

Sponsor: Work Force Programs

Date/Time: Thursday, April 11, 1996, 9:00 a.m.

Place: Board Room, AARP Headquarters, Washington, DC

AUDIENCE

Size/Demographics: 20 invitation-only guests -- leaders from business, labor and public interest sectors

SPEECH

Length/Format: Brief (5 - 7 minutes) welcome to meeting and introduction of Gene Lehmann

Subject: "The Future of Work"

Background: As the attached list of confirmed attendees shows, the caliber of people at this meeting is high. The purpose of this meeting is to engage in frank, open discussions that will lay the foundation for an expanded dialogue with leaders from business, labor, and public interest groups, that could result in a national summit on the work issue. It is important to begin such discussion now because of continuing changes in the political arena and the world of work which impact upon present retirees, the Baby Boomer generation, and the next generation of American employees.

CONTACTS

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**“Introduction of Gene Lehrmann at
‘The Future of Work’ Meeting”**

**“The Future of Work” Meeting
Work Force Programs
AARP Headquarters
Thursday, April 11, 1996, 9:00 a.m.**

BEFORE I WENT TO BED LAST NIGHT, I WAS PREPARING FOR TODAY'S MEETING. I GUESS THAT'S WHAT LED TO MY DREAM ABOUT HOW TODAY WOULD GO. I WOKE UP AT AROUND 3:00 A.M., DIZZY WITH THE SENSATION OF HAVING SEEN A GLIMPSE INTO THE FUTURE.

I SAW PAGE ONE OF TOMORROW'S WASHINGTON POST. YOU KNOW, DREAMS ARE OFTEN FRUSTRATING IN WHAT THEY DON'T SHOW YOU — AND OF COURSE, I WAS UNABLE TO SEE THE ENTIRE FRONT PAGE. I WAS ONLY ABLE TO DISCERN A PORTION OF A HUGE HEADLINE THAT SCREAMED ACROSS PAGE ONE.

I COULD MAKE OUT THE WORDS “**MEGA
MANAGEMENT MERGER.**” AND THEN — LIKE A
FAST-FORWARDING VIDEOTAPE — I SAW TODAY’S
MEETING FLASHING BEFORE MY EYES.

I SAW US ALL SHAKING HANDS, AND GENERALLY
LOOKING VERY PLEASED WITH OURSELVES.

IN MY DREAM WE HAD CREATED A MERGER
BETWEEN AARP AND ALL OF YOU.

THE BEST PART OF MY DREAM WAS FINDING OUT
WHAT OUR NEWLY-CREATED ENTITY HAD AGREED
TO PRODUCE:

- A COMPLETELY NEW LINE OF **FORD**
AUTOMOBILES,
- DESIGNED FOR PEOPLE OVER 50,
EQUIPPED WITH:
- AN ON-BOARD **IBM** APTIVA PERSONAL
COMPUTER;
- **BELL ATLANTIC** CELLULAR FAX & INTERNET
SERVICE;
- **KODAK** DIGITAL IMAGING;
- **ITT** INSURANCE COVERAGE;
- ON-LINE ACCESS TO **THE UNIVERSITY OF**
CHICAGO;
- AND, OF COURSE, YOU CAN'T LEAVE HOME AND
DRIVE OFF WITHOUT....THE **AMERICAN**
EXPRESS CARD FOR ALL YOUR TRAVEL NEEDS.

AND SO, I'M PLEASED TO WELCOME ALL OF YOU
TO TODAY'S HISTORIC "MERGER" WITH AARP.

AT FIRST, IT MAY SEEM LIKE AN OXYMORON TO
BE ATTENDING A MEETING ABOUT THE "FUTURE
OF WORK" HERE WITH US.

IT'S REASONABLE TO THINK THAT THIS TOPIC
SEEMS JUST A LITTLE OFF THE PATH FOR AN
ORGANIZATION THAT HAS THE WORD "RETIRED"
IN ITS NAME. BUT, OUR FOCUS IS MUCH
BROADER.

AARP LOOKS AT MANY ASPECTS OF PEOPLE'S
LIVES AS THEY MOVE ALONG THE CONTINUUM OF
LIFE. WE'RE NOT CONCERNED ONLY WITH
RETIRED PEOPLE, ANYMORE THAN WE'RE
CONCERNED JUST WITH THE "OLD" PEOPLE —
WHATEVER YOU MIGHT THINK THAT TO MEAN.

AARP IS CONCERNED WITH PEOPLE AS THEY AGE
— NOT JUST WHEN THEY GET OLDER, OR WHEN
THEIR CAREER IS BEHIND THEM.

EVER SINCE WE WERE FOUNDED IN 1958, AARP HAS FOCUSED ON 3 ISSUES: HEALTH CARE, ECONOMIC SECURITY, AND WORK OPPORTUNITIES.

WE SEE WORK AS THE VITAL LINK TO ALL OF THESE ISSUES. THINK ABOUT IT:

- MOST FAMILIES RECEIVE THEIR HEALTH CARE THROUGH WORK.
- WORK IS THE MEANS TO ECONOMIC SECURITY THROUGH PENSIONS, SAVINGS & INVESTMENT, AND SOCIAL SECURITY, INCLUDING MEDICARE.
- WORK OPPORTUNITIES ARE BECOMING EVEN MORE IMPORTANT FOR MID-LIFE AND OLDER AMERICANS WHO ARE STRUGGLING TO MAKE ENDS MEET.

MID-LIFE AND OLDER WORKERS FACE MANY COMPELLING CHALLENGES IN THESE LAST YEARS OF THE 20TH CENTURY. THESE CHALLENGES ARE LARGELY CREATED BECAUSE REVOLUTIONARY CHANGES IN OUR NATIONAL DEMOGRAPHIC PROFILE ARE COLLIDING AT WARP SPEED WITH EQUALLY REVOLUTIONARY TECHNOLOGICAL CHANGES.

THE COMBINED EFFECT IS NOTHING SHORT OF A COMPLETE RESHAPING OF THE GLOBAL MARKETPLACE AND THE WORLD OF WORK THAT'S GOING ON RIGHT AS WE SPEAK.

AARP HAS ADDRESSED — INDIVIDUALLY — THE ISSUES OF HEALTH CARE, ECONOMIC SECURITY, AND WORK OPPORTUNITIES FOR NEARLY 38 YEARS. BUT, IT TOOK OUR CURRENT PRESIDENT, GENE LEHRMANN, TO HELP US FOCUS ON WORK AS THE VITAL LINK IN OUR LIVES — AND TO OUR FUTURE.

GENE IS SOMEONE WHO HAS PROVIDED LEADERSHIP ON THIS CRUCIAL ISSUE ALL HIS LIFE. HE WAS IN VOCATIONAL EDUCATION PRIOR TO HIS RETIREMENT, SO IT WAS NATURAL THAT WHEN HE BECAME PRESIDENT OF AARP, HE SELECTED THE IMPORTANCE OF WORK AS THE THEME OF HIS PRESIDENCY.

GENE NEVER STOPS WORKING. HE HAS TIRELESSLY BEEN "ON THE ROAD FOR AARP" ALMOST CONTINUOUSLY SINCE 1994, GETTING THE WORD OUT ON THIS CRUCIAL ISSUE.

HIS TRAVELS TO AND FROM THE STATES, AND TO
AND FROM THE OFFICES OF GOVERNORS TO
DISCUSS THE IMPORTANCE OF WORK COULD, I
THINK, QUALIFY HIM TO DO A CELEBRITY
TESTIMONIAL FOR ANY MAJOR AIRLINE.

WE'RE HAPPY TO SLOW HIM DOWN JUST A LITTLE
FROM HIS NON-STOP WORK AND TRAVELS, SO HE
COULD BE WITH US HERE TODAY. LET ME
INTRODUCE TO YOU NOW, THE PRESIDENT OF
AARP, GENE LEHRMANN. GENE...

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