



Karl Rove <KR@georgewbush.com>
07/04/2002 06:47:59 AM

Record Type: Record

To: Susan B. Ralston/WHO/EOP@EOP
cc:
Subject: Fw: BSR/Corp. Reform

*Susan -
Work w/ Marc
Summerlin to get
reply. [initials]*

*7/4 - sent to
NEC to reply*

Sent from my BlackBerry Wireless Handheld (www.BlackBerry.net)

Please send all replies to kr@georgewbush.com

-----Original Message-----

From: Brian.Bennett@sce.com <Brian.Bennett@sce.com>
To: Karl Rove <KR@georgewbush.com>
Sent: Wed Jul 03 22:16:53 2002
Subject: BSR/Corp. Reform

Karl -- don't know if you would ever see this letter, but from the little I understand of who does what, I figured this is one you probably would want to see (scroll down). While the CEO signed the letter, the president of this organization, Tom Higgins, is a close friend of mine. I'll be seeing him in San Francisco this weekend. Anyway, Tom sent me a copy of this letter and would be willing to help in any of your corporate responsibility reform efforts. Tom is a Bush democrat, a former Iowa state elected official and a whole lot of other public and private stuff. A smart political guy too.

Enjoy the fourth.....I miss the fireworks on the Mall.

Best, Brian

PS I had a terrific 1 1/2 private meeting with Bill Simon on g&l issues last week.

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July 1, 2002

Honorable George W. Bush
The White House
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

Courtesy George W. Bush Presidential Library

Dear Mr. President:

I read with great interest and pleasure that you will be speaking next week about corporate social responsibility.

Business for Social Responsibility (BSR) is a U.S.-based, business membership organization that has been working with companies for 10 years to help them understand and implement more responsible business practices. Our member companies include leadership corporations from around the world, have combined annual revenues of almost \$2 trillion and employ about seven million workers. BSR member companies include Wal-mart, GE, AT&T, Chevron Texaco, Sony, Unilever and many others.

BSR would be pleased to be of assistance to you and your staff in the preparation and/or review of your remarks about corporate social responsibility. While BSR does not engage in political activity or endorse specific public policy initiatives, we are able to share our knowledge and experience in working in the field of corporate responsibility, seeking to help companies address issues including ethics, accountability, transparency, work place practices, the environment and community investments.

Several points are particularly important and merit attention in your address:

- The current problems are serious and systemic, they have greatly damaged a significant number of citizens and they undermine confidence in U.S.-based companies.
- One of the reasons U.S. companies have historically enjoyed investor confidence is the promptness in addressing past problems when they have arisen and this must again be the case.
- The solution in this instance must include a rigorous review of the legal framework for ensuring the accountability of corporate directors and CEOs and the accuracy, timeliness and comprehensiveness of the reporting of material corporate information - and the adequacy and use of sanctions for those who do not.
- Market mechanisms are also essential, and this means support for strengthening the rules of both the NYSE and the NASDAQ. It also involves lending encouragement for initiatives (particularly by institutional investors) to hold companies accountable for their socially responsible practices.
- Business and public education is of critical importance as well. I would strongly encourage the White House to use its convening power to bring together corporate leaders, the stock exchanges, investors, business school faculty and leaders of the corporate responsibility community to engage in dialog about leadership practices.
- I would also encourage Presidential support for a series of corporate educational workshops for senior executives to review the issues of responsibility held in partnership with organizations such as the Conference Board and BSR.
- And, on an ongoing basis, I would encourage you to visit leadership companies and highlight the policies and practices of those noted for their commitment to responsibility, accountability and transparency.

If my staff or I can be of assistance to the White House as you examine

these ideas or other ways to promote corporate social responsibility,
please do not hesitate to contact us.

Sincerely,

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Robert H. Dunn
CEO, Business for Social Responsibility



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