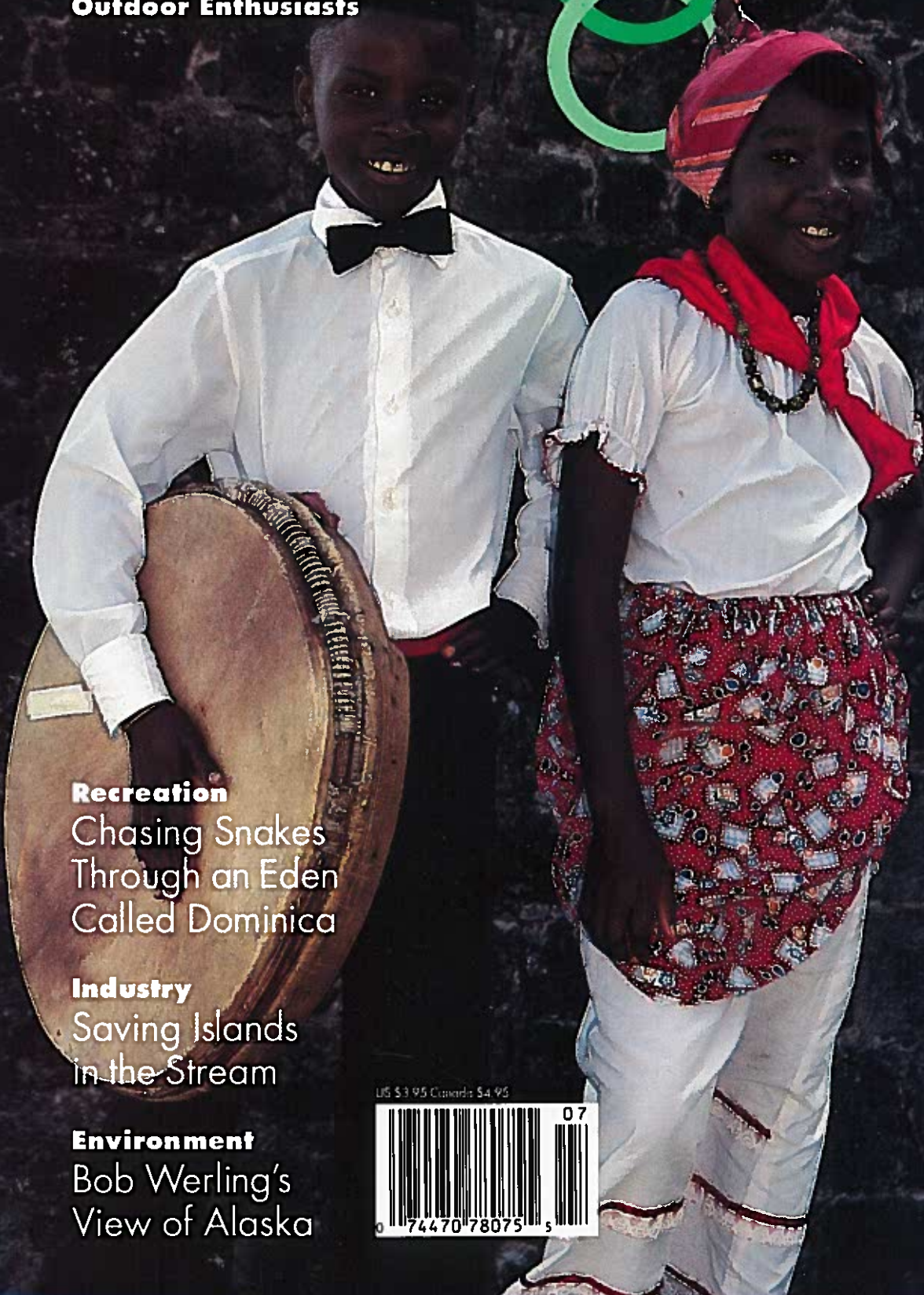


President Bush's Environmental Vision for America

# TRILOGY

The Magazine for  
Outdoor Enthusiasts

July/August 1991



**Recreation**

Chasing Snakes  
Through an Eden  
Called Dominica

**Industry**

Saving Islands  
in the Stream

**Environment**

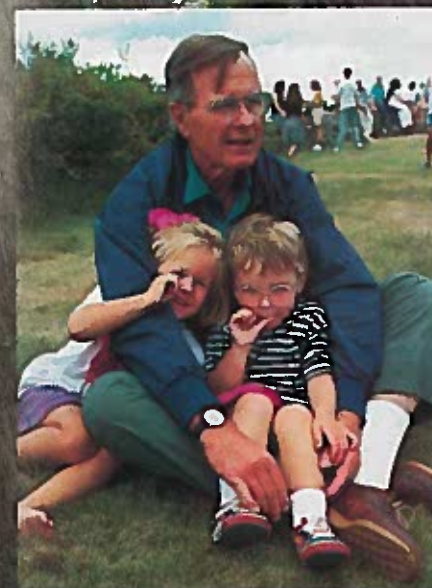
Bob Werling's  
View of Alaska

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# Making it America's Business to Improve the Environment



by President George Bush

Readers of TRILOGY are well aware that America is experiencing a remarkable upsurge in the environmental ethic. As President—and as an avid outdoorsman—I take great pride in the great progress we've made in protecting our environment.

In two years' time, working together with Congress, state and local governments, and the private sector, the environmental advances we've achieved will make for measurable improvement in the quality of life for every American. And we are taking action to meet the urgent environmental challenges that remain.

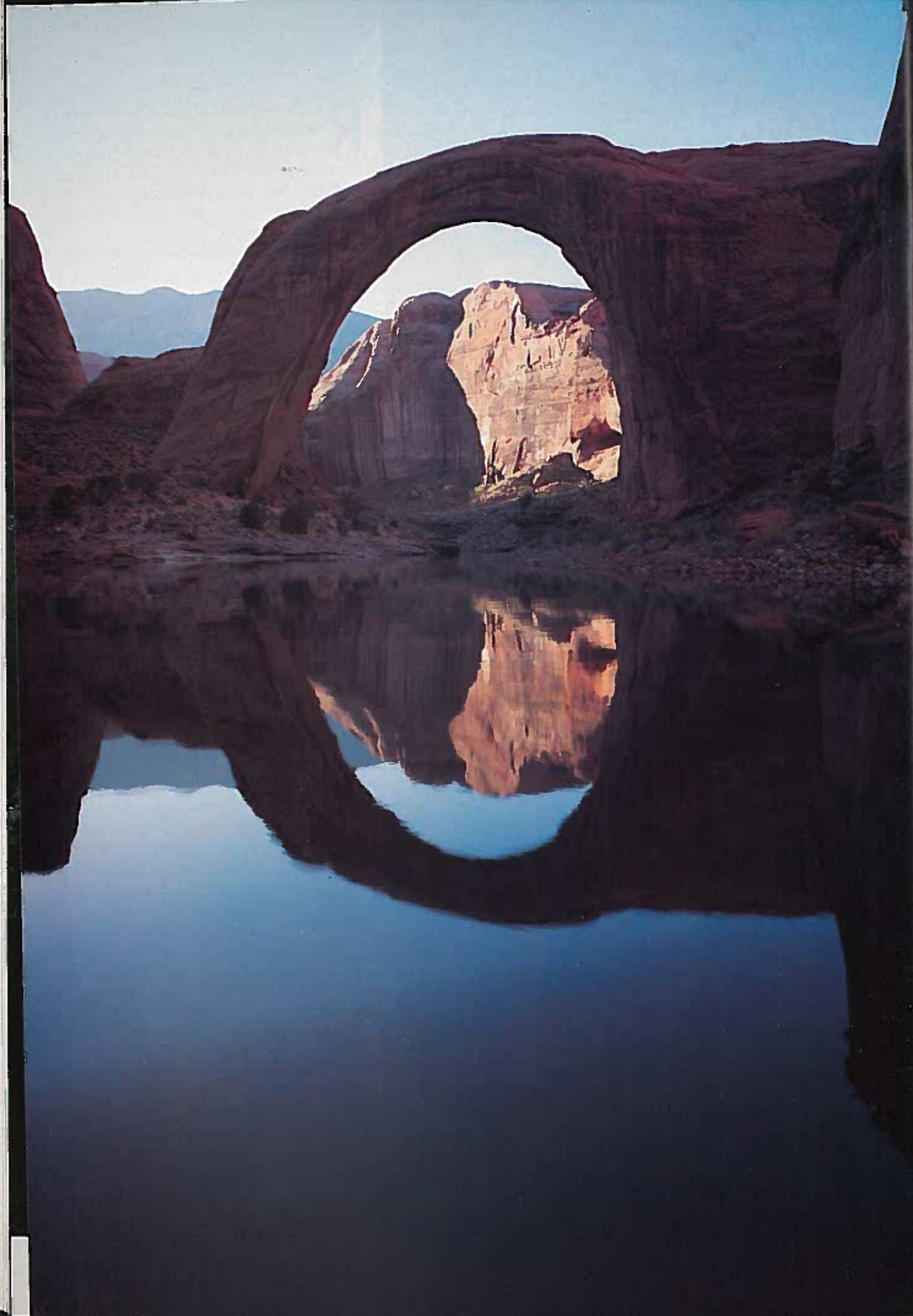
#### LANDMARKS IN ENVIRONMENTAL PROTECTION

Our accomplishments begin with landmark legislation strengthening the original Clean Air Act to address acid rain, urban smog, and other pollutants. Our abiding commitment to the environment is evident in other ways as well: in our crackdown on environmental lawbreakers; in the passage of the most environmentally-sensitive farm legislation ever; in our National Energy Strategy, which is economically and environmentally sound; and in the expansion of our national park system, forest, and wildlife refuges. Working with other nations, we've concluded an international pact to protect the Earth's ozone layer, the U.S.-Canada Air Quality Agreement, and we continue in our pursuit of an international agreement to address global climate change.

Here at home, we launched "America the Beautiful," a massive reforestation program that emphasizes volunteerism and public-private partnerships. This initiative recognizes that trees are more than sources of shade; reforestation is critical to expanding our renewable resources. Each tree acts to counter carbon dioxide buildup, and enhances our environmental legacy for future generations. The ambitious goal of "America the Beautiful" is to plant one billion trees each year from now to the year 2000.

We have made substantial strides in the U.S. in reducing emissions of major air pollutants and in improving the quality of our waters. Actions now underway will significantly reduce further growth of greenhouse gas emissions, and new initiatives proposed as part of the National Energy





Strategy promise greater progress.

Our progress, like the policies we've put in place, reflects a growing recognition of the need to preserve and rebuild functioning ecosystems throughout the world. We have outlined a national strategy—an action plan combining the energies and resources of government, industry, and individuals—to make continued progress on environmental quality. This national environmental strategy is based upon seven principles:

- Stewardship of our natural resources
- Balancing the twin goals of environmental progress and economic growth
- Incentives that harness the power and ingenuity of the marketplace in service of the environment
- Creative partnerships, combining the resources of all levels of government, industry, and citizen volunteers
- Cooperative international efforts to address global problems
- Pollution prevention
- Firm and fair enforcement of environmental laws

#### AGENDA FOR THE ENVIRONMENT

Each of these strategic principles shapes our agenda for the year ahead. I've identified five issues where action is imperative. We must:

- Renew the Clean Water Act, to better protect the nation's waters, including coasts and wetlands—and to incorporate innovative, market-based features
- Create a Cabinet-level Department of the Environment
- Implement a national energy strategy that leads to increased energy efficiency, expanded use of renewable energy and alternative fuels, and promotes responsible development of U.S. energy resources
- Expand access to America's rich natural heritage of recreation areas and parks and wildlife refuges
- Forge new international agreements to protect the global climate, safeguard the world's forests, and strengthen the economies and environments of emerging democratic nations.

Environmental stewardship is more than a matter of government action alone. This belief is behind two initiatives that I'm convinced will tap the vast resources of the private sector and of each American citizen



DAVID VALDEZ

### Deland Brings Diverse Background to His Tasks

Michael R. Deland (shown above conversing with the President) is the Chairman of the White House Council on Environmental Quality. In this capacity he serves as environmental advisor to the President as well as Director of the Office of Environmental Quality which oversees the development of environmental policy, interagency coordination of environmental quality programs, and environmental data acquisition and assessment. In addition, Deland is responsible for overseeing implementation of the National Environmental Policy Act.

Prior to Deland's appointment as CEQ Chairman he was the New England Regional Administrator for the U.S. Environmental Protection Agency. In that capacity, from 1983 to 1989, he administered federal government programs dealing with air and water pollution control, hazardous waste management, drinking water, toxic substances, radiation, and pesticides.

Deland was Counsel at Environmental Research and Technology, Inc., a national firm headquartered in Concord, Massachusetts, from 1976 to 1983. While in the

private sector, Deland published numerous papers and articles, including the "Regulatory Focus" monthly column in *Environment, Science and Technology*. Between 1971 and 1976, Deland served in EPA's Regional Office in New England (Region I) in several capacities, including chief of the agency's Legal Review Section and chief of the Enforcement Branch.

Deland has received numerous awards and citations, including the Massachusetts Audubon Society Award for his leadership in cleaning up Boston Harbor and the New England Environment Leadership Award of the New England Environmental Network. In 1987, he was honored as "Environmentalist of the Year" by the Massachusetts Association of Conservation Commissions. In March of 1989, he was awarded the National Wildlife Federation's Special Achievement Award for his role in prompting the clean up of Boston Harbor and for protecting valuable fishing areas from off-shore oil drilling.

An avid sailor, Deland raced in the America's Cup trials in 1964 and has twice won the U.S. National Championship in the Shields Class, most recently in 1987.



to make it their business to improve the environment.

#### PRESIDENT'S COMMISSION ON ENVIRONMENTAL QUALITY

First, I have established a blue-ribbon panel of leaders from the environmental, conservation, business, academic, and foundation community. This group, the President's Commission of Environmental Quality, will help promote innovative, voluntary private sector initiatives. Led by Council on Environmental Quality Chairman Michael Deland, the commission will spearhead new ways of thinking to achieve a sound ecology and a strong economy.

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Safeguarding the environment is more than a program or policy. It is a moral issue—something we owe our families and future generations.

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Commission members will serve as an important link between government and the diverse interests they represent, and I challenge them to develop an action agenda for environmental improvement.

The time is right for action. I have challenged my Cabinet to find new and innovative ways to mesh environmental and economic goals in federal policymaking, and expect this commission to do the same in the private sector.

#### PRESIDENT'S ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

Second, I have created a new Presidential awards program to identify outstanding achievements in the conservation and environmental areas. In the fall of 1991, I intend to honor a select group of individuals and organizations who best exemplify the cooperative, innovative spirit which I believe offers our greatest hope for permanent environmental progress.

The President's Challenge Awards will be given in four areas: Partnership, Quality Environmental Management, Innovation, and Education and Communication. Up to three awards will be given in each category.

Partnership awards will recognize cooperative environmental efforts among, for example, local groups, governments, and businesses.

Awards for Quality Environmental Management will go to pioneering organizations which have integrated environmental concern into their overall management practices. This award will clearly demonstrate that high quality, competitive goods and services are compatible with environmental responsibility.

Innovation awards will honor individuals and teams who demonstrate exceptional vision and creativity in the development of products, programs, technologies, or services which are environmentally sensitive and economically practical.

Finally, our Education and Communications awards will recognize individuals or organizations which raise public environmental literacy and contribute to the development of an environmental ethic.

#### SETTING OUR GOALS

Americans today understand that protecting the environment is our responsibility; that the way we live and work affects the world around us. We also realize that economic and environmental concerns are not elements of a zero sum game. We have the opportunity to pursue environmental quality hand-in-hand with strong economic growth.

America's environmental ethic is part of the inheritance we enjoy—and the legacy we leave to others. In earlier times, Americans such as Theodore Roosevelt, John Muir, and Gifford Pinchot pioneered efforts to protect our lands and our wildlife. Safeguarding the environment is more than a program or policy. It is a *moral* issue—something we owe our families and future generations.

Fortunately, we can expect that creativity, vision, and hard work—the qualities that have always been central to the American character—will help us leave business-as-usual behind, and build better solutions to the environmental challenges of our age. ○

FOR FURTHER  
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