

IN RECOGNITION OF NATIONAL  
ALZHEIMER'S DISEASE AWARE-  
NESS MONTH

HON. JACK QUINN

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, November 1, 1995*

Mr. QUINN. Mr. Speaker, I rise today on the 1st of November to recognize National Alzheimer's Disease Awareness Month.

Alzheimer's is a neurological disorder that affects nearly 2 million Americans and is one of the primary causes of mental illness in the elderly. The effects of Alzheimer's disease increase significantly with aging. Nobody is immune to Alzheimer's, nor can anyone reduce their odds of acquiring it. All Americans are at risk.

Demographic projections indicate that the number of Alzheimer's cases is expected to rise exponentially during the next several decades. The current number of Americans age 65 and over with Alzheimer's is 33.6 million, but this statistic is expected to increase to 70.2 million by the year 2030.

The course of the disease is progressive and irreversible, beginning with simple forgetfulness, followed by noticeable and severe changes in memory and personality. Eventually, victims of Alzheimer's cannot care for themselves, and life expectancy is usually reduced. Although this disease was first discovered in 1906 by the German physician Alios Alzheimer, the exact cause of the disease is unknown.

Researchers are aggressively attempting to find out what causes Alzheimer's and how to effectively diagnose, treat, and prevent this disorder. One emerging consensus among the scientific community is that a principle goal of research efforts should be aimed at delaying the onset of symptoms of aging-dependent disorders such as Alzheimer's disease. The National Institute on Aging [NIA] of the National Institutes of Health [NIH] is the Federal Government's lead agency for Alzheimer's research.

Mr. Speaker, I urge all of my colleagues to join with me in support of the efforts to overcome this devastating disease.

H.R. 2566—THE BIPARTISAN  
CAMPAIGN FINANCE REFORM BILL

HON. BENJAMIN L. CARDIN

OF MARYLAND

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, November 1, 1995*

Mr. CARDIN. Mr. Speaker, I am very pleased to be an original cosponsor of this bill and part of a true bipartisan effort to reform the way campaigns are financed. Such a complex issue can only be responsibly addressed in a bipartisan fashion. We, the Members of the 104th Congress, have an opportunity to stop the erosion of public confidence in our democratic system.

The skyrocketing cost of congressional campaigns, the influence of special interests through large contributions and political action committees [PAC's], and the advantage of incumbency in raising campaign funds in elections must be addressed. This bill addresses all three issues.

This bill is strong reform. It places firm but reasonable limits on the amount of money candidates can spend on campaigns. In addition, it bans soft money and leadership PAC's and deals responsibly with independent expenditures. Furthermore, it encourages small, individual contributions.

I am, however, opposed to one part of this proposed legislation. There should be parity in the restrictions imposed on large contributions and PAC contributions. Instead, this legislation bans PAC contributions but allows large contributions to finance up to 25 percent of a candidate's campaign. In the spirit of bipartisanship, PAC contributions should be treated similarly to large contributions. Perhaps the most important message we could take to the American people is that we have a bipartisan bill. By treating large individual contributions differently from PAC contributions, we lose that message. I hope that as this legislation proceeds throughout the Congress, we will address this disparity. I am convinced that once this inequity is resolved, the bill will receive even stronger support.

Mr. Speaker, I urge my colleagues to carefully review this legislation. I know that once they do, they will agree that this type of bipartisan effort is the only way to achieve real campaign finance reform.

TRIBUTE TO JEFFREY ZIFF

HON. EDOLPHUS TOWNS

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, November 1, 1995*

Mr. TOWNS. Mr. Speaker, Jeffrey Ziff of my district has distinguished himself as a member of the community and a practitioner in the legal field. He attended Fordham Law School and has served for many years as an arbitrator in the small claims court in Kings County, NY.

Mr. Ziff has been a pioneer in the field of vehicle and traffic law in New York City, and his expertise has proven to be especially helpful to immigrants when they have had to contend with State and city agencies.

A former teacher in the New York school system, he received his Teacher of the Year Award during his teaching tenure from 1968–1971 at P.S. 138 in district 17, in Brooklyn. Mr. Ziff and his wife reside in Brooklyn. The borough of Brooklyn has been enriched by his contributions.

REMARKS OF EDWARD H. RENSI,  
PRESIDENT/C.E.O. MCDONALD'S  
U.S.A.

HON. ED PASTOR

OF ARIZONA

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, November 1, 1995*

Mr. PASTOR. Mr. Speaker, the other night I had the opportunity to attend the National Hispanic Corporate Council Institute's 10th year anniversary dinner. The featured speaker of the evening was Edward H. Rensi, the president and chief executive officer of McDonald's U.S.A. I found his remarks insightful, and I would encourage my colleagues to take the time to read what one of our Nation's

top business leaders has to say about the benefits of diversity in today's economy.

NATIONAL HISPANIC CORPORATE COUNCIL  
INSTITUTE—10TH ANNIVERSARY

(By Edward H. Rensi)

On behalf of the McDonald's family, I want to congratulate the National Hispanic Corporate Council on its ten-year anniversary; thank you for your outstanding record in bridging the private sector with the Hispanic market; and we applaud your foresight in establishing the NHCC Institute. We are proud to be a charter member of the organization and look forward to partnering with you to fulfill the mission of NHCC for many years to come.

I also want to thank you for honoring one of our own—Olga Aros. The McDonald's family knows what a special lady Olga is and how passionately she champions issues of concern and interest to the Hispanic community. And it is gratifying to see that an organization of your stature recognizes her commitment and dedication as well. So Olga, congratulations from all your McFamily.

I want to discuss with you today one of the most important strategic business tools that corporate America has at its disposal to build new business. That tool is diversity.

I want to tell you how we define diversity at McDonald's.

How we use it as a business-building tool, And what each of us must do to ensure it remains a building block of our society just as the founding fathers affirmed equality into our Constitution and Bill of Rights. This is an issue of business, society and morality.

We find ourselves at a crossroads in our country's history. At a time when people of different backgrounds and cultures play an increasingly important role in all aspects of our society, there are those who would turn the clock back. And I find that unconscionable and divisive. It runs counter to everything that our experiences at McDonald's have taught us and runs counter to my personal experiences. I'm proud of my Italian family and admire their hard work and self-determination. They built a better life in America. I know you feel the same way about your families. That concept of diversity—of many different people contributing to the common good—is what this country is all about. And when I hear people say that we should all speak one language, that we should not teach cultural history in the schools or our homes, I find that extremely disturbing. To deny our multi-cultural heritage is to deny history and forfeit our future.

Social and market diversity are what makes this country great. And if you don't believe that, just try to imagine jazz, rhythm and blues without African-Americans; Tejano music without Mexican-Americans; or salsa without the blending of the Americas.

I realize that I may be preaching to the choir. You wouldn't be here today if you weren't already believers in the value of diversity. The people I really want to talk to are those who are not here today. And what I would tell them is that they are missing out on a great opportunity to align themselves with an ever-changing marketplace, of which the Hispanic market is one of the most dynamic. Say what you will about affirmative action, immigration, bilingual education and other issues. At the end of the discussion, no company can ignore a market that is 30 million people strong with an annual purchasing power approaching \$300 billion. Those are numbers that represent value and opportunity and that no company can ignore if they expect to remain competitive.

Let's talk, then, about the many roles of diversity at McDonald's.

Diversity at McDonald's is a tool that we use to strengthen our position as a global industry leader. Diversity plays a major role in our company's growth, and by integrating diversity throughout our business, we are able to more effectively build market share, customer satisfaction and profitability. As our society changes, we must incorporate the diversity of our customers into every facet of our operations.

Diversity is not just the right thing to do, or the altruistic thing to do—it's the smart and business thing to do. If we can't rationalize diversity in our organizations on the basis of moral justification, on the basis of the Bill of Rights, or employee satisfaction, then we better rationalize diversity on the basis of economic growth.

At McDonald's, we serve a diverse group of customers who demand a diverse menu of products. And we understand that if we want to win the business of those customers, we have to provide more than just great hamburgers and world class fries: we have to reflect the image of our diverse customers in everything we do—from staffing to marketing, franchising, business partnerships, and community involvement. Because if we don't look like our customers, talk like our customers and understand our customers, our customers will become someone else's customers. It's that simple.

At McDonald's, diversity goes beyond race and gender. It means valuing and accepting unique abilities, perspectives, talents, backgrounds, and experiences. It means providing all individuals the opportunity to reach their full potential while contributing to the achievement of our corporate goals. And that all comes together, it makes McDonald's richer both financially and culturally.

The story of how we have incorporated diversity into our competitive arsenal is one we are especially proud of. We have institutionalized concepts and curriculum like "managing diversity," which teaches that specific skills are utilized and policies created that get the best from every employee. And education like "valuing differences," which places an emphasis on the appreciation of differences and creates an environment where everyone feels valued and accepted. These are simple, basic concepts that we've had in our corporation many years, and that support our business goals.

Let me tell you how these practices have worked for us in building marketshare:

We've established a network of Hispanic owner/operators that has made us the undisputed quick service restaurant of choice with Hispanic consumers. And if you take the combined revenues of those franchisees—more than \$600 million—it would comprise the largest Hispanic company in the country.

We were one of the first companies to advertise on Spanish-language television some 25 years ago, and remain the largest single-brand advertiser today. And we will continue to do so because it sells hamburgers.

We're proud of our Hispanic managers at all levels of the organization. They provide us with a broad range of life experiences and opinions that builds our business not only here but abroad.

We buy hundreds of millions a year in goods and services from Hispanic firms—because they're the best in the field and they reflect our customers.

And the entire McDonald's family of employees, franchisees, suppliers, the company and Ronald McDonald Children's Charities helps prepare the workforce of tomorrow through the RMCC/HACER [Hispanic American Commitment to Educational Resources] Scholarship Program. HACER is one of the largest Hispanic scholarship programs in the country with more than \$2.4 million awarded

since 1985. Just recently, RMCC acknowledged the good work of HACER with an additional \$1 million matching grant.

These are just a few of the numbers that exemplify our commitment to diversity and the success of that strategy. But what's more compelling are the human stories of Hispanic men and women within our system whose diverse backgrounds and perspectives contribute to our growth.

People like Eduardo Sanchez, who started as a restaurant crew member 20 years ago and was recently appointed to oversee operations throughout Latin America and the Caribbean.

People like franchisee Jose Canchola, who not only operates four restaurants with his family and is the former mayor of Nogales, but for the last 18 years has hosted an annual Christmas party for 2,000 underprivileged Mexican children.

And people like Lupe Velasquez, who serves in the non-traditional female role of director of construction and helps to plan and build four to five hundred restaurants every year.

These are the kinds of people who make McDonald's great. With stories and successes like that, it's hard to understand why anyone would question the value of diversity. There are many, many other examples of achievement, dedication and pride that put a special shine on our arches and we're proud of them all. Their stories speak well to the fact that McDonald's is an employer of opportunity.

So what is our role—what can each of us do to assure that we leverage and maximize diversity for the benefit of our entire country. I have three thoughts:

First, we must speak up and speak out for diversity. We must reaffirm our commitment and assume the responsibility of leaders. We know that erecting barriers between people is not what this country is all about. The kind of divisiveness that I see cannot go unanswered. We must all do our part to share our success stories and our triumphs, and erase the spirit of negativity that is taking hold.

Second, we must all make a personal commitment to do more. I've made a commitment on behalf of myself and McDonald's by agreeing to chair the NHCC Institute during its formative year because I believe in what it stands for and what it can do. I ask each of you to find a role you can play—either within your own company, your own community, or your own industry. And I should not need to remind you that this is no time for any company to retreat from its investment in the Hispanic market.

And last, we must all set an example—to our employees, other companies, and the community at large. Let's all step forward, set the pace and provide leadership and inspiration for others.

The time has come for us to stand together to turn the tide. Do we continue to construct new barriers, erase hard-fought accomplishments, or do stand up and say enough is enough? McDonald's is one company that is willing to step forward and say we believe in diversity, we will practice diversity in all we do, and we need diversity to build market dominance.

I can assure you with every confidence that to follow that course will serve the best interests of our companies, our communities, and ultimately our country.

Thank you very much. (Muchas Gracias).

## TRIBUTE TO M. ANN BELKOV

HON. SUSAN MOLINARI

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Wednesday, November 1, 1995

Ms. MOLINARI. Mr. Speaker, on Saturday, November 4, 1995, a special event will take place in New York City. Hundreds will gather at Ellis Island to honor M. Ann Belkov, National Park Service Superintendent of the Statue of Liberty National Monument and Ellis Island. It is my pleasure to thank her for her stewardship of these unique American monuments, the crown jewels of our Nation's history and eternal symbols to all the world of our promise.

Ms. Belkov, a Staten Islander, is retiring after three-and-a-half decades of distinguished service with the National Park Service and the U.S. Department of the Interior. The granddaughter of four Ellis Island immigrants from Russia and Poland, Ms. Belkov has brought her heritage and her experience in culture park management to the place where millions of immigrants arrived on our shores to seek freedom and opportunity.

Her career in recreational and historic park management includes superintendencies of Jean Lafitte National Historical Park and Preserve in New Orleans, LA and Chickamauga-Chattanooga National Military Park in Georgia and Tennessee.

She was chief of interpretation and visitor services at the National Visitors Center in Washington, DC., chief of recreation at the Golden Gate National Recreation Area in San Francisco. In 1994, she represented the United States to the Australian Department of Conservation and Land Management and a fellow at Edith Cowan University in Perth.

National parks and historic monuments preserve our Nation's natural wonders and its great past. Ms. Belkov has made many important contributions to the people of our Nation and visitors from throughout the world. She is an outstanding citizen and humanitarian, one who has the esteem and respect of the National Park Service, the great State of New York and the United States of America. We can accord her patriotism, love of country, loyalty, professional capabilities and her commitment and dedication to duty no greater tribute.

## AMENDMENT ESTABLISHING THE POSITION OF AIRCRAFT NOISE OMBUDSMAN

HON. BOB FRANKS

OF NEW JERSEY

IN THE HOUSE OF REPRESENTATIVES

Wednesday, November 1, 1995

Mr. FRANKS of New Jersey. Mr. Speaker, today the Transportation and Infrastructure Committee, of which I am a member, passed the Franks amendment to H.R. 2276, the Federal Aviation Administration Revitalization Act of 1995. My amendment would establish the position of aircraft noise ombudsman within the Federal Aviation Administration [FAA].

The idea of an aircraft noise ombudsman is long overdue. In my home State of New Jersey, the FAA has either arrogantly dismissed or totally ignored the pleas from my constituents for relief from intolerable aircraft noise.