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REMARKS PREPARED FOR DELIVERY BY  
SECRETARY OF TRANSPORTATION ELIZABETH HANFORD DOLE  
TO THE WOMEN BUSINESS OWNERS OF NEW YORK  
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NEW YORK, NEW YORK

New York is truly a unique city, and yours an equally unique organization. President Reagan told me after meeting with you last year the President said that this is one of the most exciting and productive professional organizations in the country and I certainly agree with President Reagan. I am especially delighted to be here during Women in Business Week because I think it's a great opportunity for us to get the word out that women mean business! Businesses owned by women, incidentally, are the fastest growing segment of the small business community.

Your presence here today is a powerful statement of something I'm sure you and I have always believed. Namely, that women share the American dream to own and operate their own businesses. You contribute to the growth of products, services and employment. And in the process, you propel this country closer and closer toward the social and economic opportunities that complement and enhance legal equity.

You represent the three million women entrepreneurs whose businesses generate over \$44 billion in receipts and I am truly honored to be here today among such a distinguished group. New York's 188,000 businesswomen make up 27 percent of all sole proprietorships in the state and account for over \$2 billion in earnings.

Indeed, your success is a testament to your entrepreneurial spirit. WBONY's 550 members represent hundreds of different kinds of businesses, starting with your president, Alice Byrne, who is one of the few women in the country who owns and operates a private investigation agency. The women you are honoring at this conference represent American free enterprise at its finest, for example, Caroline

Jones -- winner of your Entrepreneurial Award in Service. As executive vice president of Mingo-Jones Advertising, she specializes in promotions for minority markets and had sales totaling over \$20 million in 1984. Evelyn Echols another Entrepreneurial Award winner, is founder and president of International Travel Training Courses, the oldest training school in the country of this type. And Mary Sprague, president of the Victory Shirt Company, has earned your Entrepreneurial Award in Manufacturing, given to a woman who has grossed over \$12 million. As an unemployed doctoral candidate in 1974, Mary went shopping for shirts and bought the store.

I suggest that we are all natural allies in what I call America's "quiet revolution," the tidal wave of qualified and talented women who are entering the work force in record numbers. More than half of all American women now work, a significant change from 20 years ago. And here's a statistic for the working mothers in the audience -- you are definitely not alone -- 66 percent of women who have children between the ages of 6 and 17 are in the work force today.

The number of women entering Harvard Law School has increased from 4 percent when I was there in 1962, to 40 percent today. The number of women receiving masters degrees in business administration has soared by 2400 percent in the last decade alone.

In the foreseeable future, we will hopefully graduate from the misguided perfectionism that was described by author and social critic Marya Mannes when she wrote: "Nobody objects to a woman being a good writer or sculptor or geneticist, if at the same time, she manages to be a good wife, a good mother, good looking, good tempered, well-dressed, well-groomed and unaggressive."

Indeed, you and your firms comprise a vibrant part of the economy. Personally, you are serving as case studies for a new generation of women who will find their way into the business and professional worlds more easily because of your efforts. Denny Griswold, winner of your Pioneer Award, is founder and editor of "Public Relations News," the "bible" for the industry, with subscribers in every state and 89 countries. The Up-and-Coming Award -- given to Susan Johnson -- speaks of the success of her GSM Construction Corporation, which is involved with the "Big Apple" citywide restoration project, among others. Jenette Kahn is the Corporate Award winner for her work as president and publisher of DC Comics. Jenette is also founder of the Wonder Woman Foundation, which gives recognition and financial grants to women 40 and older. DC Comics recently published a special issue of "Supergirl," which was designed to teach young people about the value of using their safety belts. This comic book is another recent effort in our national campaign to promote the use of safety belts and has helped us reach a number of young people with our message. And for their work in founding and running the Doyles Town Community Hospital, the Doyles Town Chapter of the General Federation of Women's Clubs is the first recipient of your Entrepreneurial Partnership Award. This hospital is believed to be the only community hospital in the country owned and operated by volunteers.

It's a joy to be here with Candy Lightner, the winner of your Not-for-Profit Award. Candy -- founder of Mothers Against Drunk Driving -- is a real leader and a person for whom I have great respect and admiration. MADD's "March Across America" now underway will certainly help focus attention on the problem of drunk driving --

there is even an organization called BADD, Bartenders Against Drunk Driving -- and I commend you, Candy, for putting your deep concern into action.

Getting drunk drivers off the road is one way we can make our highways safer -- especially for our young people. Last year, the President signed a bill encouraging states to set 21 as their legal minimum drinking age for all alcoholic beverages. The checkerboard of different state minimum drinking ages creates "blood borders," where young people drive across state lines to drink. Today, 37 states have age 21 drinking laws. Thirteen states have enacted age 21 drinking laws this year alone. There has been a real consciousness raising in this country: Americans are no longer willing to tolerate lax laws and lenient judges when it comes to drunk driving. And Candy and I are going to keep going until we get every last drunk driver off the roads and highways of this country.

When I was at the White House, I was privileged to work on women's issues. In State of the Union Messages, the President talked of economic equity and legal equity for women, of strengthening enforcement of child support laws and of remedying inequities in pension laws. As a result, President Reagan sponsored legislation to strengthen government action against fathers who fail to pay court-ordered child support. Such efforts should help to bring in nearly \$3 billion in delinquent payments.

We are also helping to address the needs of the older woman, the woman who has devoted herself entirely to the role of mother and homemaker -- the same woman who finds she is in the fastest growing segment of the poor in America today. Women now benefit from improved IRA accounts for homemakers. We've changed social security laws to equalize benefits for widows and widowers, and we've proposed significant private pension reforms.

Almost four years ago, the estate tax was virtually eliminated, permitting for the first time a spouse to keep a farm or small business instead of having to sell it to pay the taxes. And thanks to Presidential initiatives, employers in the private sector are providing more day care services for working mothers. At the Department of Transportation -- as a matter of fact -- we have just opened a day care center for our own working employees. And I can't tell you how gratifying it was to see the Department pull together to make this commitment a reality for our working parents.

As you know, last year the Administration initiated a series of conferences for women business owners, co-sponsored by private sector groups. As a follow-on, starting last month, the White House Conference on Small Business began hosting a series of meetings for business owners in each state. The first New York conference will be in Rye on February 10, 1986 -- so mark your calendars! These conferences will culminate in a National White House Conference on Small Business in the fall of 1986. During the state conferences, experts will be looking at issues such as capital formation, taxation, regulatory policy, procurement, education and training, international trade, economic policy and finance. And we will be taking a special look at what can be done for minorities and women in these areas.

As women committed to the free enterprise system, you recognize that government -- any government -- can only do so much at the top. Our efforts, to be successful, must permeate every agency, every department and ultimately, every

manager and planner. When I arrived at the Department of Transportation, I asked how many of our employees were women. I was told 19 percent. Then I asked, what was the percentage when the Department was established in 1967? The answer: 18.5 percent. It didn't take long for us to design a program to change all that. Now we are helping more women enter our work force, and we're preparing more women than ever before to assume managerial positions and to expand existing skills --for example, to become air traffic controllers and move into higher paying jobs. In a Department of over 100,000 people, that vision of change is indeed a challenge. It takes many women to move that female percentage up even one point, but in the two years since we began our program, the number of women employees in the Department has increased to 23 percent. When you compare that to the half a percentage increase over the previous 16 years, it demonstrates how much a commitment can mean -- and I am totally committed to the task.

Today, women throughout society are grappling with tough issues -- issues that were once considered men's work. For instance, at the Department of Transportation, I feel I've found my own little footnote in history. I am the first woman to head a branch of the armed services -- the U.S. Coast Guard.

But indeed, transportation is a male-dominated industry. It's an \$800 billion industry and the Department covers quite literally everything that moves. Transportation is, of course, a part of the cost of everything companies produce and consumers purchase. However essential transportation may be to our economy, no one wants to pay more for it than is necessary -- nor should they. We expect carriers to operate as efficiently as possible, and shippers to bargain for the best rates. Such goals, we have found, are best accomplished in an economic climate of deregulation.

It's been a joy to complete the deregulation process. As one example, since deregulation of the airlines has saved the traveling public at least \$10 billion over a four-year period. A little competition is a good thing -- and a lot is better still, especially for today's air travelers who have a far wider choice of carriers, fares and services than ever before --including bargain prices in a number of markets. And we are making certain that safety is in no way diminished.

Another important item on my transportation agenda is getting the federal government out of the business of running airports and railroads. Conrail, as you know, came into being as a property of the U.S. government in 1976, after Congress had come to the rescue of seven bankrupt or failing rail companies in the northeast and midwest. The taxpayers have spent several billion dollars keeping it in operation, and over the past four years, it has turned a profit. Four years ago, Congress directed the Secretary of Transportation to develop a plan to return Conrail to the private sector. The plan I have submitted to Congress for purchase by the Norfolk Southern Corporation was reached after many months of careful deliberation. I'm convinced it's the best opportunity to ensure a strong, financially viable system for the future.

I am presently in the midst of an \$11.7 billion airways modernization plan. When completed, this new program will double the capacity of our airways -- meeting aviation's needs into the next century. The plan will also "weatherproof" air operation and improve the precision of airport landing systems, allowing a pilot to land so accurately that on final approach she is within one-tenth of one degree of the

centerline. This multi-year program is the most extensive non-military aviation undertaking since the Apollo man-on-the-moon project.

I have often said, that as Secretary of Transportation, my highest priority is safety. Perhaps our biggest challenge is on our nation's highways, where 92 percent of the fatalities occur and where approximately 43,000 Americans die each year. This tragedy is avoidable.

And let me mention that here in New York, deaths were down 18 percent during the first six months that your first-in-the-nation mandatory safety belt law was in effect. That means there are 97 people alive today because of that one law.

We depend heavily on the private sector in our campaign to promote highway safety. And the private sector is now more innovative and responsive because of the new perspective, vigor and dedication you bring to free enterprise.

Indeed, the spirit of enterprise is sparked by businesswomen with big ideas. A fellow North Carolinian for whom I have great respect is Barbara Proctor, who grew up in Black Mountain, North Carolina, in a house with no running water or electricity. Through sheer determination, she earned a college degree in three years and went on to become the first black woman in advertising in Chicago. Barbara Proctor quickly rose to the top of the company, then started her own business, Proctor & Gardner Advertising, with an \$80,000 federal loan. That was in 1970. Her company had \$13 million in billings in 1983. Barbara Proctor serves on numerous Boards of Directors, has received countless awards and has been cited by Business Week as one of the 100 top businesswomen in America.

Words like unachievable, unattainable, impossible and unimaginable have never been a part of the American businesswomen's vocabulary. And it shows. Your success not only speaks well of the American system, it strengthens it. And how proud I am to join in this conference promoting a commitment to excellence that spans 52 weeks of the year, and heralding the female entrepreneur in an economy more than ever dependent upon her for its progress and its potential.

One of the greatest American women was Helen Keller, an inspiration to millions over the years. Helen Keller's philosophy of life can be summed up in a single sentence, "One can never consent to creep when one feels an impulse to soar." Obviously, you are already soaring. May I wish you every success, collectively and individually.

Thank you very much and God bless you all.

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