



U.S. Department of
Transportation

News:

Office of the Assistant Secretary for Public Affairs
Washington, D.C. 20590

Contact: Dale A. Petroskey
Tele.: (202) 366-4570

REMARKS PREPARED FOR DELIVERY BY
SECRETARY OF TRANSPORTATION ELIZABETH HANFORD DOLE
THE NATIONAL NETWORK OF HISPANIC WOMEN
MIAMI, FLORIDA
JUNE 26, 1987

Thank you all for your very warm and gracious welcome. It's a joy to be with you today. I'm so pleased to have been invited to participate in the Second National Round Table of Hispanic Business and Corporate Leaders. Let me say at the outset what an outstanding job you have done in organizing this meeting which focuses on "Leadership For America's Future" and what an important role it and your organization have in the future of the Hispanic community and the American economy.

I was extremely interested in the recent survey you conducted of your membership. Your effort to gain information on your work experiences, career patterns and upward mobility sheds additional light on the challenges facing Hispanic women.

By focusing on the areas of the entrepreneurial woman, the managerial woman and the college woman -- you offer other women not only the tools with which to succeed but also that very important ingredient -- role models of success. Your efforts to educate Hispanic women on how to gain opportunities is crucial.

I'm reminded of a story about Justice Oliver Wendell Holmes, who once found himself on a train, but couldn't locate his ticket.

While the conductor watched, smiling, the 88-year old Justice Holmes searched through all his pockets without success. Of course, the conductor recognized the distinguished Justice, so he said, "Mr. Holmes, don't worry. You don't need your ticket. You will probably find it when you get off the

- more -

train and I'm sure the Pennsylvania Railroad will trust you to mail it back later."

The Justice looked up at the conductor with some irritation and said, "My dear man, that is not the problem at all. The problem is not, where is my ticket. The problem is, where am I going?"

Today, I think every woman in this room knows where we are going. Women in the 80's comprise a diverse group with varied interests. Some seek their own careers in business. Some run for political office. Others focus on the home and family. And some seek to do all these things. In today's society, no role is superior to another, although I must say that homemaker and mother is, I believe, as tough and rewarding a career as there is! What's important is that every woman has the right and opportunity to choose the role she wishes. Truly, if one word could sum up the vast progress made by women in the past 15 years, it would be choice.

You know we are all natural allies in what I like to call America's "quiet revolution," a tidal wave of qualified and talented women who have entered our work force in record numbers over the past three decades. The proportion of the work force that has shifted from homemaking into the market place is greater than the migration of the work force out of agriculture earlier this century. The impact of this "post-industrial" revolution has been just as tremendous. There is no question that today's "average families" are anything but average. A record 20.6 million mothers with children under the age of 18 were in the U.S. labor force in 1986. And more than three-fifths of all married couples in this country are part of the recent phenomenon called two-income families, a trend that has risen significantly from earlier decades. More than half of all American women now work. We are seeing a revolutionary change in our society, and perhaps we don't realize just how significant it is because we are living it.

For example, I remember vividly a day in September, 1962 when I entered Harvard Law School, one of 25 women in a class of 550 eager students. I'll never forget being accosted by a male classmate on my first day at Harvard, who demanded to know what I was doing there.

"Don't you realize," he said in tones of moral outrage, "that there are men who'd give their right arm to be in this law school? Men who would use their legal education?" Obviously, he felt I was taking the place of a man. And come to think of it, some may have felt that way when I became Secretary of Transportation.

Yes, much has changed since then. Women form a clear majority of the college population -- hitting 52 ½ percent in 1985, a year in which they earned some 50.7 percent of all bachelor's degrees and just under 50 percent of all master's degrees. Women now constitute 25 to 53 percent of students training for such professions as architecture, law, economics, medicine, accounting and pharmacy, compared with an average of about 12 percent in

1972. And look at the results. The overall ranks of women professionals grew from 4.5 million in 1976 to 6.9 million ten years later.

Entrepreneurship is another way women are making their presence felt. Businesses owned by women are the fastest growing segment of the small business community -- over three million strong, as big as the population of Chicago -- and generating over \$53 billion in receipts.

More and more, women are choosing to start businesses or take jobs in traditionally male-dominated industries. I know a little bit about this because the transportation industry is one of the best examples. You only have to look at the traditional work force in highway construction, shipbuilding or the air traffic control profession to realize this -- although we are working to increase the number of women in the transportation fields.

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 to assume managerial positions and to expand existing skills -- for example, to become air traffic controllers and move into more skilled and 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 the female percentage up even one point, but in four years since we began our program, the number of women employees in the Department has increased to almost 22 1/2 percent. Recently a pilot told me "I flew into a major city and I was really amazed. There were three distinct voices on the air traffic control system. All three were female voices." I said "great, our program is working."

But we are also using the skills of women in another way at the Department -- by contracting with them for goods and services needed in transportation. We contracted with women-owned businesses to the tune of \$434 million in fiscal year 1986 in direct and federally-assisted highway and transit contracts -- and that's up 32 percent from fiscal year 1983. I'm proud of this record. Under those contracts, women are providing services ranging from construction machines for use on railroads and clearing railroad wreckage to outreach assistance for women-owned businesses -- helping them with marketing, bonding and insurance problems.

And last, but I hope not least, I've found my own little footnote in history at the Department of Transportation. I am the first woman to head a branch of the armed services -- the U.S. Coast Guard. The Coast Guard's search and rescue efforts save thousands of lives every year and their vigilance prevents the loss of millions of dollars in property damage. And how proud I am of the Coast Guard's drug interdiction efforts. Recently, the Coast Guard cutter Ocracoke brought into San Juan harbor the largest cocaine bust in the service's history. The Ocracoke seized a fishing vessel

carrying 3,771 pounds of 98 percent pure cocaine. And just a few days ago, 600 pounds of marijuana was seized on an aircraft at a private landing strip in Broward County. Here's another important record -- the Coast Guard was the first to open its academy to women.

So, yes the numbers of the past decades speak eloquently of progress for women. But who among us can argue that we have completely eliminated discrimination, or totally banned that insidious brand of prejudice -- what I call the tyranny of perfection.

Social critic Marya Mannes put it best, I think, 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."

In other words, you, too, can be treated the same as a man -- so long as you out-perform him. Nor are such perceptions the only roadblocks that yet remain on the path to prosperity and job satisfaction. Much of society continues to perceive women as consumers instead of producers.

And we find that the vicissitudes of the work place can be especially difficult for women trying to juggle the demands of careers, homes and children. The biggest challenge we face today is how we reconcile the important competing priorities in each of our lives.

There are already encouraging signs of change, of new attitudes, that are helping women to meet this challenge. A recent Washington Post article, noted that more and more law firms are allowing young associates of both sexes to work part time in order to care for young children. Some career women take a few years off and reenter the work force when their children are older. And for those who don't, more and more companies are providing on-premises day care and including such services in employee benefit packages. We've had a first-hand experience with the rewards of on-site day care with our own DOT-sponsored facility, begun two years ago. Parents can spend time with their children they would otherwise miss -- to and from work and during lunch. Like many private employers, we're reaping the benefits in reduced absenteeism and turnover and improved productivity. And this is an excellent example of self help. Employees helped raise the money for this center.

The progress we've already made in such a short period of time is not surprising when you consider the amazing resilience and flexibility of the U.S. economy.

Economic deregulation of the nation's airlines, railroads, and trucking companies, has saved American industry and consumers literally billions of dollars. A 1986 study by the Brookings Institution estimated that airline travelers have benefited by about \$6 billion per year in lower costs and more frequent flights. Since passage of the 1978 Airline Deregulation Act,

the number of passenger boardings has grown by over 100 million -- a 40 percent increase.

While economic deregulation is one way for the private sector to show what it can do if government gets out of the way, privatization is another.

For example, I recently had one of the most exciting moments of my life standing on the floor of the New York Stock Exchange as eager investors bought every last share of the government's stock in Conrail. We worked three long years to sell the railroad, and it would not have been done without deregulation. It was deregulation that allowed Conrail to turn a profit for the last five years -- and made it extremely attractive to investors -- so attractive that the sale brought nearly \$1.9 billion into the federal treasury. It was the largest initial industrial public offering in U.S. history. And after 17 years as a ward of the government, Conrail is now a healthy, publicly traded, privately owned railroad.

We provided a unique and historic opportunity for minority and women-owned firms in the securities industry to participate to a significant degree in the public offering for the sale of Conrail.

As soon as the co-lead managers were selected, I required them to develop a plan for substantial minority participation, not only in the sale of stock, but in the management of the offering, as well. Minority firms traditionally had not been involved in managing large public equity offerings. We changed all that. In fact, one of these firms is Hispanic-owned and headquartered in Miami -- A.I.B.C. investment services corporation played a very important role in the management and sale of this stock. Because of the experience which these minority firms gained in all aspects of financing and the large investment firms which in turn gained experience with them, I believe there is now an opportunity for minority firms to play a more significant role in the future.

And our success with selling Conrail has energized us for the privatization of commercial space transportation. For three years I've argued within the government, that the federal monopoly in space must be ended. In 1986, President Reagan gave the private sector the green light when he announced that routine commercial satellites would no longer be launched by the space shuttle. That announcement heralded the birth of a dynamic new transportation industry which is already moving out to compete with the French, the Chinese and the Russians.

Although we have made much progress, we still have a way to go. Because of continued regulation in the United States, it is cheaper in some trades to ship goods from overseas than it is to ship the same goods within the United States. For example, a retailer in Dallas reportedly pays less transportation cost per garment to import blue jeans from Taiwan than from manufacturers in Texas! Naturally, this difference results in higher prices for American consumers and hurts the competitiveness of American producers. Transportation, for example, averages 25 percent of the cost of a delivered

product. Regulation adds an average of 20-40 percent to the transportation cost. The complete regulatory reform of trucking, according to an industry executive, would save American business \$87 billion in distribution costs over the next five years and increase their competition against foreign imports. That's why President Reagan has put deregulation in the trade bill: it's not just deregulation, it's our survival as a player in the world economy. Deregulation is one piece of trade legislation that really works.

Deregulation and privatization work because free enterprise, not government, is the source from which our blessings flow. The American spirit of enterprise is sparked by individuals like yourselves who dare to dream, and who are willing to work to make your dreams come true.

Words like unachievable, unattainable, impossible and unimaginable have never been a part of the Hispanic-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 this conference promoting commitment to excellence that spans 52 weeks of the year, and which heralds the female entrepreneur in an economy more than ever dependent upon her for its progress and its potential.

Thank you very much and God bless you all.