What: Legacy Luncheon
When: Monday, November 14
Time: 11:45 - 1:20; You are designated to speak at 12:42.
Where: Gordy Dining Room at Wardlaw

Desired Length of Speech: Eight minutes
Audience: This is a group of around 110 -- and will be made up of automotive executives who are playing with the idea of relocating their companies to Georgia; Tech faculty and staff; and automotive executives from companies already located in the Atlanta area.

This week's activities are just the first step in attempting to bring these companies to Georgia. There will be other activities culminating in tickets to the Olympics.

Outline

I. Georgia Tech - Home to the Olympic Village

II. Georgia Tech World Leadership

III. Importance of the Automotive Industry

(These themes are per the Operation Legacy people, and have been printed in the agenda.)
Good afternoon and for those of you who are from out of state...Welcome to Atlanta. I myself just moved back to Georgia after growing up here and it feels very good. Thomas Wolfe was wrong: You very definitely can go home again.

Growing up a country boy in Douglas County, Georgia, the Olympics were something we watched on television -- if we were lucky enough to own one. And, although as boys and girls often do, I used to dream of competing in the Olympics, I never actually envisioned it landing in my backyard. But, I'm here today to tell you that I am very glad it did. Glad, proud, excited and even a little fearful if the truth be known! But overall, as an American. As a Georgian -- and as the president of Georgia Tech, home of the 1996 Olympic Village, I am thrilled.

We are the first American university to host the Olympic Village singlehandedly. At the same time we are hosting the Village, we will also have two Olympic venue sites on campus -- the boxing venue, and the swimming, diving and synchronized swimming venue.
We have our work cut out for us. However, our opportunities are limitless. Because of the Olympics we are hoping to:

- Attract even more quality students.
- Concentrate national and international intention of the Georgia Institute of Technology.
- Build high-quality facilities that are useful to Georgia Tech and bring benefit to the university and its students, faculty and staff.

One of the hurdles -- little Olympic metaphor there -- that we're facing as we head toward 1996 is constructing a campus that will hold the Olympic Village.

When the plan was presented to the Olympic Committee back in 1992, we had a lot of buildings on our proposed Olympic Village map that weren't built yet. I guess we basically put a reverse spin on one of the themes from the movie, *A Field of Dreams*, that was popular a couple of years back. That movie's theme was: If you build it, they will come...Our strategy was: If you come, we will build it.

Well, building is definitely in progress. Residence
halls, parking decks, even a brand-new natatorium -- I believe that's a fancy word for swimming pool -- are all going to be built before the summer of 1996, with most of it being finished by fall of 1995. That's a tremendous opportunity for us right there. Interest in Georgia Tech will be increasing as the Olympics draw closer -- and I'd like to get as many people as I can on to this campus to view our new buildings and facilities before the Olympics as possible. People like you who, in part, have been drawn to Atlanta because of the dream that is the Olympic Games.

Although I am very much looking forward to the Summer Games of 1996, I must also be concerned with Georgia Tech and the post-Olympic period:

In my book, for me as the president of Georgia Tech -- in order to consider the Atlanta Olympic Experience a success, the Olympics must benefit Georgia Tech both in the short and long term. And, my take right now is that they definitely will. The Olympics are going to be an opportunity like we've never seen before.

How will the Olympics benefit Georgia Tech? Our
new residence halls are a prime example. These facilities will serve as housing for the athletes during the Olympics, -- and both before and after the Olympics serve as unique living opportunities for Georgia Tech students. Six new residence halls are being constructed and when all construction is complete, Georgia Tech will gain 2,700 new beds. These halls will be so futuristic that each unit will have on-line capabilities, giving our students a 24-hour a day learning atmosphere and that through their computers they can dial up libraries or professors or students all over Georgia Tech -- all over the world.

The new residence halls certainly aren't what I was used to when I was here at Tech in my undergraduate days. Back then, residence halls were called dorms. Now, our residence halls even boast amenities packages. Amenities packages. I've racked my brain and the only amenity that I can come up with that I had during college was the furniture. And I guess the best thing that can be said about our furniture was that it was indestructible.

I'll close this segment of my speech by giving you
the Wayne Clough version of the Olympic Dream. And, no, it's not winning the gold medal for the men's weight-lifting competition or discus throw -- although you never know...

My dream is for Georgians, Atlantans and Georgia Tech to benefit from the Olympics. For us all to become stronger, smarter, and more well-known. For us to tackle the challenges and seize opportunities and to come away looking and feeling world-class.

(Georgia Tech world leadership)

The Olympics will definitely vault -- look out -- another Olympic metaphor there -- Georgia Tech into the international spotlight. And once we're there, I want us to stay there. I believe -- in the years to come, you will see Georgia Tech achieve global technological preeminence.

We've already got a lot going for us. Our researchers and research centers are world renowned. GTRI -- the Georgia Tech Research Institute -- a nonprofit sponsor-oriented organization within Georgia Tech whose primary
mission is applied research has received grants from all over the world and completed projects to improve the world of tomorrow.

We have a European extension of Georgia Tech in France -- Georgia Tech Lorraine that is doing quite well and in fact -- will soon be sponsoring the European management seminar: “Managing Technology for Competitive Advantage,” that will be attended by business people from all over Europe.

On a worldwide basis we also handled media relations, along with the Carter Center, for the Earth Summit Conference in Brazil last year and the Population and Development Summit this year in Egypt.

This summer we founded the World Sports Management Institute -- and it’s no accident that we put the word World in the title. The Institute will bring together both national and internationally known faculty to help lead Tech into the field of sports management. Tech recently hosted its first World Sports Management Conference, attracting participants from all over the globe.
Our alumni are world leaders. Two of the three -- that's right, two of the three peacemakers in Haiti were Tech alumni -- Georgia Senator Sam Nunn and Former President Jimmy Carter. This past year, our alumnus Kary Mullis was one of the winners for the Nobel Prize for Chemistry. Worldwide business leaders connected with Georgia Tech include Ron Allen, chairman and CEO of Delta Airlines -- who is responsible for transporting thousands all over the world, and Pete Silas, the former head of Phillips Petroleum -- who helps fuel your industry -- are just two more of our many distinguished alumni competing in the worldwide marketplace.

Why will we achieve preeminence? The answer is simple: We have much to offer the world. Currently, we're involved in national and global economic growth, environmental protection, national security, and other attributes of a successful society. Georgia Tech's 1,500 member academic and research faculty produces basic and applied knowledge in engineering, science, architecture, and the humanities. These programs not only produce practical results for sponsors in government and industry, but they also provide an excellent training
ground for Tech’s top-flight student body -- which is actually made up of students from more than 90 countries throughout the world.

Many years ago the role of the university in world affairs was perhaps best summed up by John Masefield who said:

There are few earthly things more splendid that a University. In these days of broken frontiers and collapsing values -- when every future looks somewhat grim, and every ancient foothold has become something of a quagmire -- wherever a University stands, it stands and shines; where it exists, the free minds of men, urged on to full and fair inquiry, may still bring wisdom into human affairs.

I would like to think that is still our role. To contribute research and knowledge to the world of today and of the future. It is certainly an admirable goal.

(Impotence of automotive industry)

I’ll close my talk this afternoon by speaking about the importance of the automotive industry. I’ll
quote you some words from a famous song that's been sung worldwide and was even sung at the historic meeting between Richard Nixon and Nikita Khrushchev in Moscow.

"I’m a Ramblin’ Wreck from Georgia Tech and a helluvan engineer."

That’s right: Georgia Tech named one of our most-well known Institute symbols after the auto industry -- our Ramblin’ Wreck. That should show you how much we here at Tech value your industry.

I think I can say without exaggeration that your industry is more vital to future U.S. economic success than any other. As an engineer and former professor, I love statistics, so let’s look at the numbers.

• American car companies, together with suppliers and dealers, employ more than 2 million Americans in more than 4,000 facilities and 18,000 dealerships across the country.
• In 1994, the U.S. auto industry accounted for three-quarters of the nation’s economic growth in the first quarter of 1994. Three-quarters!
• American car companies have an impact in all 50 states.
In 1993, America's car companies sold over 10.3 million cars and trucks. Through June of 1994, America's car companies sold more than 5.8 million cars and trucks -- a boost of 9 percent from 1993.

And, your industry is only going to grow as we move toward the next century:

- America's car companies' exports have increased four-fold since 1986, and are expected to more than double again by the year 2000.

Besides our song, Georgia Tech has other ties to the automotive industry:
Currently, we have researchers working on drag and aerodynamic research, reducing car noise, and managing traffic. Our students also build cars each year. Some for serious competitions -- plotting the design on paper -- and then each year during Homecoming, our students build mechanical monstrosities they call cars for the Ramblin' Wreck parade. But, I don't think you need to worry about any of those cars giving you any competition. Most of them don't even make it to the starting point of the parade route!
The importance of the automotive industry. It almost goes without saying. After all, how did the large majority of us get to Georgia Tech today? I'd venture to say it wasn’t by bicycle. Millions of Americans each day depend on cars, trucks, and buses to get them where they need to be.

Also, if it wasn't for cars, I don't know where the music industry would be. Think about it.

I remember one song by that guy who doesn't even have a name anymore, but he used to be known as Prince. The words to his song are: Little red corvette. Baby, you're much too fast. Special. Little red Corvette. Got to slow down, yeah. Little red Corvette... Again, the feeling is just not the same when you substitute different words and sing: Little red rapid transit system."

Or what about: Bruce Springsteen's song: Pink Cadallic. For some reason, the words: "I wonder what you do there in your Pink Schwin. Pink Schwin..."just don't cut it with me.

Thank you for allowing me to speak to you today. If I or this Institute can be of any further help to you,
please let me know.