

# NOMINATION OF JOAN LOGUE-KINDER

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## HEARING

BEFORE THE

### COMMITTEE ON FINANCE UNITED STATES SENATE

ONE HUNDRED THIRD CONGRESS

SECOND SESSION

ON THE

NOMINATION OF

JOAN LOGUE-KINDER TO BE ASSISTANT SECRETARY OF THE TREASURY  
FOR PUBLIC AFFAIRS AND PUBLIC LIAISON

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APRIL 14, 1994

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S361-17

Printed for the use of the Committee on Finance

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U.S. GOVERNMENT PRINTING OFFICE

78-870—CC

WASHINGTON : 1994

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**NOMINATION OF JOAN LOGUE-KINDER TO BE  
ASSISTANT SECRETARY OF THE TREASURY  
FOR PUBLIC AFFAIRS AND PUBLIC LIAISON**

**THURSDAY, APRIL 14, 1994**

**U.S. SENATE,  
COMMITTEE ON FINANCE,  
*Washington, DC.***

The meeting was convened, pursuant to notice, at 12:27 a.m. in room SD-406, Dirksen Senate Office Building, Hon. Daniel Patrick Moynihan (chairman of the committee) presiding.

Also present: Senator Packwood.

**OPENING STATEMENT OF HON. DANIEL PATRICK MOYNIHAN,  
A U.S. SENATOR FROM NEW YORK, CHAIRMAN, COMMITTEE  
ON FINANCE**

The CHAIRMAN. We are in the enviable position of having our friend and colleague, Representative Floyd Flake, who will introduce Ms. Logue-Kinder. Good morning, sir, you are very welcome.

**STATEMENT OF HON. FLOYD FLAKE, A U.S. REPRESENTATIVE  
FROM NEW YORK**

Representative FLAKE. Good morning, Senator. It is certainly an occasion of great joy for me to come and introduce Joan Logue-Kinder. She has been a member of my community, grew up in that community, and has gone forth from that place and done tremendous work in various stages and categories of her own life.

I think that one's analysis of her background would certainly indicate that she is eminently qualified for the position of Deputy Secretary within the Treasury. Her background in areas of public relations in particular seems to have placed her in a position where the Treasury will be blessed, and that is my theological term, will be blessed to have someone of her skill and competency, as well as what I have been able to experience during this last year in the quarter that the President has been in and she has already been working over in the Treasury, to have someone who understands the issues, will have the ability to be able to focus them without embarrassing the administration.

I think that this person really gives us a great deal of competency that we would want to have representing not only Secretary Bentsen, but representing the administration, and representing us as a nation. Someone who has been able to grow from a point of moving into a community that had been designated for the movement of African-Americans by virtue of a Supreme Court

decision and then to rise beyond that to be in places worldwide, to participate in worldwide forums, worldwide community efforts to try to bring about change in this Nation. I think it is a plus for the Treasury.

Lastly, I have had the pleasure of having her son, Chris, to work in my office for a year and a half. I think generally you get to know a person not only from a professional perspective, but understand them more keenly when you have had opportunities for interface with the family.

And clearly, Chris' intelligence, Chris' sensibilities, Chris' moral standing and character I think are expressions of that which has been implanted in him by this mother. So we not only get a person who has the professional competency and skill, not only has the intellectual capability, but one who has demonstrated, we talk so much about role models, what it is like to be a mother who has demonstrated excellence in the rearing of her children. I think that is a plus for the nation.

And so with that, Mr. Chairman, I would hope that this committee would look favorably upon her, give an affirmative response to the request to make her the Deputy Secretary for Public Relations in the Treasury and I think the nation will be the benefactor of it.

Thank you very much, Mr. Chairman.

The CHAIRMAN. We thank you, sir. There could not be a recommendation that would carry more weight with this Senator and with our committee. We know that you have to be back at the House, sir, and we have kept you waiting. But we thank you very much for coming.

Representative FLAKE. Thank you very much, sir, and we look forward to your coming back into the District and an opportunity when we can share together in another Town Hall meeting.

The CHAIRMAN. See you in Queens.

Ms. LOGUE-KINDER. Thank you very much, Congressman Flake.

The CHAIRMAN. Ms. Logue-Kinder, would you have some friends or children you would like to introduce?

Ms. LOGUE-KINDER. Oh, yes, sir, I do, even some aside from Christopher. I do have my son, Christopher, Christopher Logue.

The CHAIRMAN. Christopher, stand up there. Good morning to you. We welcome you.

Ms. LOGUE-KINDER. My sister, Janice Lythcott.

The CHAIRMAN. How do you do, good morning.

Ms. LOGUE-KINDER. And my dear friend, Phyllis Greene, who is also partially responsible for my being here. And my daughter, who has just come back from Europe, from study over there, Catherine.

The CHAIRMAN. Good morning, Catherine. We welcome you.

You have a statement, Madam Secretary. You are now Deputy Assistant Secretary, are you not?

Ms. LOGUE-KINDER. Yes, I am currently Deputy Assistant Secretary.

The CHAIRMAN. And we have your statement. Would you like to just summarize this for us?

**STATEMENT OF JOAN LOGUE-KINDER, NOMINEE TO BE ASSISTANT SECRETARY OF THE TREASURY FOR PUBLIC AFFAIRS AND PUBLIC LIAISON**

Ms. LOGUE-KINDER. I would, sir, and it will be very brief because I know you are at a loss for time.

I would like to thank you very much for the dispatch with which you were able to schedule this hearing; and it is a singular honor to have been nominated by President Clinton to be Assistant Secretary of the Treasury for Public Affairs.

I have introduced my children, but I also would like to thank them for the extraordinary patience and the support that they have given me over the years on what has become a long path that has brought me here before you.

As Congressman Flake indicated, and as you indicated, I came to Washington slightly over a year ago. I have been struck at Treasury with the breadth of the issues that they face—keeping the American economy on track, collecting revenues, health care reform, bank regulatory reform, law enforcement, the G-7 process, the economic situation in Russia, global trade, getting Japan's markets opened and much more.

The CHAIRMAN. You left out the most important thing of all, which is collecting taxes.

Ms. LOGUE-KINDER. Collecting taxes, absolutely. And there is not an agency that I do not believe in the government with a portfolio that is this diverse. That is what makes Treasury such an exciting place to be these days.

But what I also feel is a very real duty is to reach out with our message, with all of Treasury's programs for that matter, to women and minorities throughout the United States, to let them know about the vast array of opportunities in our expanding global arena.

Last summer I had the opportunity to speak to the National Conference of Black Executives of Xerox Corporation and I told them about my being at Treasury and being able to communicate to my community and to others about what is going on and how to get things done.

I received a standing ovation, and not because my speech was great and not because my delivery was powerful. The ovation was for the vision of the possibilities that I represented, the Americans I feel a special obligation to be sure are included in our communications are as affected by what we do at Treasury as are other segments of our society. And in some instances it could actually mean a greater difference to them in terms of having a stake in the economy and thus having a stake in America.

This is my first opportunity at public service. Many of you have been at it for years. I now understand the reward that comes with public service—knowing that you are making a difference.

I am honored to be offered the opportunity to join you in making a difference. That concludes a summary of my prepared statement. I will be glad to answer any questions that you might have.

The CHAIRMAN. We have no questions.

Ms. LOGUE-KINDER. All right.

The CHAIRMAN. I have no questions, Madam Secretary. I have one caution. Do not be too certain about the rewards. [Laughter.]

Senator PACKWOOD. I might add, Mr. Chairman, I hope when you leave you leave with as much enthusiasm as you come in.

Ms. LOGUE-KINDER. Thank you, sir.

The CHAIRMAN. Senator Packwood?

Senator PACKWOOD. No questions. I am just delighted to have somebody of your caliber taking this position.

Ms. LOGUE-KINDER. Why thank you so very much. I promise that you will be as pleased on the day that I leave as you are today. Hopefully more so. [Laughter.]

The CHAIRMAN. And you will return our phone calls.

Ms. LOGUE-KINDER. Yes, absolutely.

The CHAIRMAN. And you will give our regards to Secretary Bentsen.

Ms. LOGUE-KINDER. I will.

The CHAIRMAN. He will be very happy for this occasion.

Ms. LOGUE-KINDER. Thank you very much.

The CHAIRMAN. With that, the committee stands in adjournment.

[Whereupon, at 12:33 p.m., the meeting in the above—entitled matter was adjourned.]

# APPENDIX

## ADDITIONAL MATERIAL SUBMITTED

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### PREPARED STATEMENT OF JOAN LOGUE-KINDER

Mr. Chairman, members of the committee: I want to thank you for the dispatch with which you were able to schedule this hearing. The Finance Committee does some of the more substantive work on the Hill, and I appreciate the opportunity to appear before you today.

It is a singular honor to have been nominated by President Clinton to be Assistant Secretary of the Treasury for Public Affairs. And I want to express my appreciation to Secretary Bentsen for recommending me for the position.

I have some brief remarks, but first I would like to recognize the members of my family who are in the audience. They've shown extraordinary patience and given me great support over the years on the long path that has brought me to Treasury.

Mr. Chairman, it was a year ago last month that I arrived at the Treasury Department. I got "the call" to be a deputy assistant secretary from a gentleman many of you are quite familiar with—Jack DeVore. Excitement barely begins to describe what I felt, personally and professionally. I have an extensive background in public relations in the private sector, and now I have a unique opportunity to serve in government here in Washington.

What I'm struck by at Treasury is the breadth of the issues we must face—keeping the American economy on track, collecting revenues, health care reform, bank regulatory reform, law enforcement, the G-7 process, the economic situation in Russia, global trade, getting Japan's markets opened, and more. Mr. Chairman, there's not an agency in government with a portfolio this diverse. That's what makes Treasury such an exciting place to be these days. And, I am doubly blessed by being able to serve Secretary Bentsen.

I want to get our message out to the various audiences Treasury has, to see that Americans understand Treasury's programs and the President's agenda. As an African-American woman, I feel privileged to be a communicator and witness to a new post-Cold War era.

I also feel a duty to reach out with our message—and with all of Treasury's programs for that matter—to women and minorities throughout the United States, to let them know about the vast array of opportunities in our expanding global arena. Last summer I had the opportunity to speak to the National Conference of Black Executives of Xerox Corporation. I told them about my being at Treasury and being able to communicate to my community and to others about what is going on, and how to get things done. I received a standing ovation, not because my speech was great, or my delivery powerful. The ovation was for the vision of the possibilities that I represented.

The Americans I feel a special obligation to reach are as affected by what we do at Treasury as are other segments of our society. And, in some instances, it could mean a greater difference in terms of having a stake in the economy.

This is my first opportunity at public service. Many of you have been at it for years. I now understand the reward that comes with public service—knowing that you're making a difference. I'm honored to be offered the opportunity to join you in making a difference.

### Attachments.

#### POSITION DESCRIPTION: ASSISTANT SECRETARY OF THE TREASURY FOR PUBLIC AFFAIRS

The Assistant Secretary of the Treasury for Public Affairs advises the Secretary and Department staff on the Department's communications activities, including re-



lations with the news media. The Assistant Secretary coordinates with the White House Press Office and the press offices in other government agencies, and supervises overall Department communications activities by establishing general policies for, and coordinating with, the press officers in Treasury offices and bureaus. The Office of the Assistant Secretary designs and implements policies and programs that will increase the knowledge and understanding of the Department's activities among the news media and the public in general.

**PN874 NOMINATION REFERENCE AND REPORT**

AS IN EXECUTIVE SESSION,  
SENATE OF THE UNITED STATES,  
November 16, 1993.

Ordered, that the following nomination be referred to the Committee on Finance:

Joan Logue-Kinder, of New York, to be an Assistant Secretary of the Treasury, vice Jack R. DeVore, Jr., resigned.

, 1993.

Reported by Mr. \_\_\_\_\_ with the recommendation that the nomination be *confirmed*.

**RESPONSE TO INFORMATION REQUESTED OF NOMINEES  
BY  
UNITED STATES SENATE  
COMMITTEE ON FINANCE**

<b>NOMINEE:</b>	Joan Logue-Kinder
<b>NOMINATED FOR:</b>	Assistant Secretary, Public Affairs/Public Liaison
<b>A. BIOGRAPHICAL:</b>	
1. Name:	Joan Logue-Kinder Joan Logue-Henry Joan L. Henry
2. Address:	1080 Wisconsin Avenue, NW #204 Washington, DC 20007
3. Date and place of birth:	10/26/41 - Richmond, VA
4. Marital status:	Married
5. Names and ages of children:	Lowell A. Henry, III 28 Catherine D. Henry 27 Christopher Henry 24
6. Education:	Mercy College (9/70 - 1/71) Broadway Dobbs Ferry, New York, NY, Certificate in Education  Adelphi University (7/62 - 7/64) Garden City, Long Island, NY (BA)  Wheaton College (9/59 - 5/62) Norton, MA

7. **Employment record:**
- Vice President  
Edelman Public Relations  
1500 Broadway, New York, NY  
(2/25/93-6/91)
- Senior Vice President  
The Mingo Group, Inc.  
228 E. 45th Street, New York, NY  
(2/90-6/91)
- Vice President  
National Black Network  
463 Seventh Avenue, 6th Floor,  
New York, NY  
(8/76-2/90)
- Co-Director  
The World Inst. of Black  
Communications  
463 Seventh Avenue, 6th Floor,  
New York, NY  
(2/78-2/90)
8. **Government experience:**
- Deputy Assistant Secretary,  
Public Affairs  
Department of the Treasury  
1500 PA Avenue, NW, Rm. 3442 MT  
Washington, DC 20220  
(3/8/93-present)
9. **Memberships:**
- Girl Scout Council of Greater NY  
World Institute of Black  
Communications  
Operation PUSH  
Nova Ancora
10. **Political affiliations  
and activities:**
- Have contributed no more than  
\$100 each to several campaigns.
11. **Honors and Awards:**
- International Film & TV  
Festival, Gold Award, 1980, 1982  
Assoc. of Multi-Image, Gold  
Award, 1980, 1982  
Excellence in Media Award, 1984
12. **Published Writings:**
- Edited and published The  
Communications Excellence to  
Black Audience Awards Exhibit  
Journal, 1978-1990
13. **Speeches:**
- Xerox Corporation Employee  
Conference, 8/14/93  
See Attachment
14. **Qualifications:**
- I have become acquainted with  
the entire operation and have a  
significant role in providing  
assistance to the bureaus  
communicating effectively and  
expeditiously to all media  
inquiries. My extensive  
experience in the private sector  
and with minority communities  
has brought insights and  
innovations into Treasury's  
operations. I am a strategic  
thinker and a good manager.

**EXPERIENCE****DEPUTY ASSISTANT SECRETARY, U.S. Department of the Treasury (1993 to Present)**

Primary responsibility for all media relations for the Deputy Secretary of the Treasury. Provide executive counsel to the Treasury's sixteen bureaus on sensitive issues and communications strategies.

Supervise the day-to-day operations of the press office. Develop tactics to disseminate the Administration's economic policies both domestically and internationally.

**VICE PRESIDENT, Edelman Public Relations Worldwide (1991-1993)**

Supervised and managed the Mexican Investment Board (MIB) account. Worked with senior level executives of the MIB to develop effective strategies to attract foreign investment to Mexico. The work we accomplished on this account helped our company win the multi-million dollar Mexican Tourist Board account.

Successfully developed and implemented a labor strategy for Phillips - Van Heusen Corporation involving U.S. and off-shore issues. A Foundation for the company was also conceptualized to meet the corporate responsibility needs of employees and other constituency groups.

Effectively lobbied on behalf of an international car rental agency. This effort led to Edelman's being retained to conduct all of the company's outside public relations activities including responsibility for a significant anniversary campaign.

Assisted in the development of foreign investment strategies for Brazil (BNDES Bank), the City of Osaka and the City of Hamburg.

Supervised in the development of a crisis communications manual for an international manufacturer of household and industrial products to ensure consistency of response and reaction to any potential crises at any of the company's facilities in the U.S.

**SENIOR VICE PRESIDENT and MANAGING DIRECTOR, The Mingo Group/Plus (1990-1991)**

Established a wholly owned subsidiary of The Mingo Group Inc., one of the largest and oldest African-American advertising agencies, to provide clients with a full range of marketing services including promotions, strategic publicity planning and placement, event marketing and communications counseling. Developed and managed programs for Fortune 500 consumer product companies. In the first year turned TMG/Plus into profit making venture and re-captured promotions account of major multi-national communications and electronics company.

**CORPORATE VICE PRESIDENT, NBN Broadcasting, Inc. (1980-1990)**

Responsible, from 1984, for Corporate support operating unit and special projects. Assessed, initiated and administered NBN's response to organizational challenges, matters of business policy and good will opportunities. Identified and implemented creative development of marketing and sales promotion concepts and strategies for (5) broadcast outlets, national news network and cable enterprises. Managed relations with FCC and trade organizations to facilitate regulatory initiatives. Demonstrated proficiency in negotiation, research, writing and resourceful problem solving.

**DIRECTOR, PUBLIC RELATIONS, National Black Network (1976-1980)**

Responsible for all public relations functions including development of network's image, press coverage, and public information sources, targeting and employing network identity vehicles. Corporate relations with clients and prospects. Devised and supervised network's promotional activities; representation at trade, government, community and client functions. Introduced corporate planning process to define and broaden public relations functions. Organized National Association of Black Owned Broadcasters (NABOB). Conceived and produced several radio pilot shows, including the weekly NBN program, The Action Woman, now in its tenth year.

**CO-DIRECTOR, World Institute of Black Communications, Inc. (1978-1990)**

Responsible for total program design, development and administration of The CEBA Awards program for advertising and public relations efforts targeted to black audiences. Negotiated and managed major contracts, production logistics, multimedia presentations, staff promotion and press efforts. Supervised the design and publication of 300 page CEBA journal. Managed solicitation and judging of more than 1700 entries from over 170 corporations, agencies and producers.

**PRIVATE CONSULTING**

Created and implemented promotional and special project programs for clients including Kentucky Fried Chicken; ATESTA (Spanish National Tourist Board); Bavarian Broadcasting Co. of West Germany; James McQuay Furs; Meharry Medical School; KLM Royal Dutch Airlines; SONY Corporation of America; and the Government of Burkina Faso's, FESPACO (Pan-African film festival).

**AFFILIATIONS**

Dates throughout 1980's - 1990's

Girl Scout Council of Greater New York - Board of Directors  
 The World Institute of Black Communications - Board of Directors  
 Wheaton College - Alumnae Recruitment Council  
 Women In Communications, Inc.  
 Hudson River Museum  
 Westchester Civil Liberties Union - Board of Directors  
 New York State Women's Political Caucus  
   - State Delegate, National Convention  
   - Black Caucus President  
 Advertising Women of New York  
 The Nigerian-American Friendship Society  
 White House Conference on Small Business - delegate  
 Operation Push - Board of Directors

**EDUCATION**

Wheaton College, Norton, Massachusetts

Secretary of freshmen class, yearbook photo editor, dormitory chairwoman.

Adelphi University, Garden City, New York

B.A. in Sociology, Minor in Psychology.

Graduate credits in Business Administration, Psychology, from New York University and St. John's University.

Certification in Education, Mercy College, Dobbs Ferry, New York

**AWARDS AND CITATIONS**

International Film & TV Festival, Gold Award, 1980, 1982  
 Association of Multi Image, Gold Award, 1980, 1982  
 Who's Who in America  
 Who's Who in the East  
 Who's Who in Finance and Industry  
 Who's Who in the World  
 Who's Who in Black America  
 Institute of New Cinema Artists  
 Excellence in Media Award, 1984

**POLITICAL CAMPAIGN EXPERIENCE****DUKAKIS/BENTSEN '88**

Senior black media advisor during the latter portion of the campaign. Managed all black oriented media placements including advertising, press releases, op-ed pieces and issue endorsements. Coordinated major black issues town meeting which was broadcast by network radio and closed circuit television via satellite to over 80 sites throughout the U.S.

**MORRIS UDALL FOR PRESIDENT**

New York advance person: arranged high-visibility Presidential campaign appearances in Manhattan, Bronx, Westchester. Conceived and organized Westchester fundraising auction featured prominently in national media.

**HOWARD SAMUELS FOR GOVERNOR**

Co-Coordinator for women. Assisted coordinators for minorities. Researched and wrote position papers on women's issues. Co-coordinator of Women's Political Outreach Program. Wrote campaign literature for black community. Spoke for Howard Samuels at large Manhattan rallies.

