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THE WHITE HOUSE
Office of the Press Secretary

For Immediate Release

January 20, 1981

The President today nominated Malcolm Baldrige of Woodbury, Connecticut, to be Secretary of Commerce.

Mr. Baldrige is Chairman and Chief Executive Officer of Scovill, Inc., of Waterbury, Connecticut.

Born October 4, 1922, Mr. Baldrige received his B.A. from Yale University in 1943. He served in the United States Army from 1943 to 1946 with the rank of Captain.

Mr. Baldrige joined Eastern Company in 1947 as a Foundry Foreman and became Foundry Superintendent, Division Manager, and Group Vice President before serving as President from 1960 to 1962. He joined Scovill, Inc., as Executive Vice President in 1962, became President and Chief Executive Officer in 1963, and Chairman and Chief Executive Officer in 1969.

He is Director of Scovill, Inc., AMF, Inc., ASARCO, Inc., Bendix Corporation, Connecticut Mutual Life Insurance Company, Eastern Company, and Uniroyal, Inc. He holds membership on The Business Council, the Council on Foreign Relations, Inc., International Chamber of Commerce, and the Citizens Research Foundation.

He has served as Chairman for National Corporate Giving for Yale University and is an ex-officio member of the Yale Development Committee.

He served as a delegate to the Republican National Convention in 1968, 1972, and 1976, Connecticut Co-chairman of United Citizens for Nixon-Agnew, a member of the National Republican Finance Committee, and Chairman of the Connecticut Bush for President Committee in 1980.

He is married to the former Margaret Trowbridge Murray and they have two children: Megan Brewster and Mary Trowbridge.

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December 12, 1980

MALCOLM BALDRIGE: COMMERCE NOMINEE (PROFILE)

THE DIRECTOR OF A LEADING MANUFACTURING FIRM HAS BEEN NOMINATED BY PRESIDENT-ELECT RONALD REAGAN TO BE THE NEW U. S. SECRETARY OF COMMERCE.

MALCOLM BALDRIGE, 58, IS CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF SCOVILL, INCORPORATED, OF WATERBURY, CONNECTICUT. HE JOINED THAT FIRM IN 1962 AND BECAME ITS TOP OFFICER THE FOLLOWING YEAR. UNDER HIS LEADERSHIP, SCOVILL HAS SHIFTED FROM A METALS AND INDUSTRIAL PRODUCTS MANUFACTURER TO A DIVERSIFIED PRODUCER OF HOME APPLIANCES, FASTENERS, LOCKS, AUTOMOTIVE EQUIPMENT AND INDUSTRIAL AUTOMATION DEVICES. THE FIRM HAS 85 PLANTS IN THE UNITED STATES AND 22 OTHER COUNTRIES. ITS SALES HAVE GROWN FROM 169 MILLION DOLLARS IN 1963 TO 942 MILLION IN 1979, PLACING IT 300TH IN THE FORTUNE MAGAZINE LIST OF THE 500 LEADING INDUSTRIAL CORPORATIONS IN THE UNITED STATES.

THE COMMERCE DEPARTMENT'S PRINCIPAL FUNCTION IS TO STRENGTHEN THE ECONOMIC DEVELOPMENT OF THE UNITED STATES THROUGH A WIDE VARIETY OF SERVICES, RANGING FROM THE GATHERING OF STATISTICAL INFORMATION TO PROVIDING ASSISTANCE TO BUSINESS FIRMS AND PROMOTING U. S. EXPORTS.

AT A WASHINGTON NEWS BRIEFING INTRODUCING SOME OF THE REAGAN CABINET NOMINEES DECEMBER 11, BALDRIGE SAID ONE OF HIS FIRST PRIORITIES IN THE DEPARTMENT WILL BE TO HELP RAISE THE PRODUCTIVITY OF U. S. BUSINESS. HE SAID HE WOULD BE CONSIDERING TAX MEASURES, RELIEF FROM GOVERNMENT REGULATION AND PRODUCTIVITY -- NOT ONLY OF LABOR BUT ALSO MANAGEMENT PRODUCTIVITY.

DURING THE 1980 PRESIDENTIAL PRIMARIES, BALDRIGE LED THE SUCCESSFUL CONNECTICUT CAMPAIGN OF REPUBLICAN CANDIDATE GEORGE BUSH, NOW THE VICE PRESIDENT-ELECT. AFTER REAGAN WON THE REPUBLICAN PRESIDENTIAL NOMINATION, BALDRIGE BECAME NATIONAL VICE CHAIRMAN OF A BUSINESSMEN-FOR-REAGAN ORGANIZATION. HE IS IDENTIFIED AS A LONG-TIME MODERATE REPUBLICAN.

THE COMMERCE NOMINEE WAS BORN OCTOBER 4, 1922, IN OMAHA, NEBRASKA. AS A YOUTH HE SPENT HIS SUMMERS WORKING ON CATTLE RANCHES, WHERE HE BECAME AN EXPERT CALF-ROPER -- AN AVOCATION THAT HE STILL PURSUES. HE HAS WON NUMEROUS RODEO CHAMPIONSHIPS AND IS A FORMER DIRECTOR OF THE RODEO COWBOYS ASSOCIATION.

BALDRIGE WAS GRADUATED FROM YALE UNIVERSITY, WITH A B. A. DEGREE IN 1943. HE SERVED IN THE U. S. ARMY FROM 1943 TO 1946. HE ROSE TO THE RANK OF CAPTAIN AND SAW ACTION IN THE

PACIFIC DURING THE SECOND WORLD WAR. IN 1947, HE JOINED THE EASTERN COMPANY -- A METAL PRODUCTS MANUFACTURER IN CONNECTICUT -- AND WORKED HIS WAY UP TO PRESIDENT OF THE FIRM BEFORE MOVING TO SCOVILL.

IN ADDITION TO HIS RESPONSIBILITIES WITH SCOVILL, BALDRIGE IS A MEMBER OF THE BOARD OF DIRECTORS OF SEVERAL OTHER LARGE CORPORATIONS. HE IS A MEMBER OF THE BUSINESS COUNCIL, AN ORGANIZATION OF LEADING U.S. BUSINESSMEN; THE COUNCIL ON FOREIGN RELATIONS, AND THE INTERNATIONAL CHAMBER OF COMMERCE.

BALDRIGE IS MARRIED AND HAS TWO DAUGHTERS.

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