

Speech by Robert Morgan  
Annual Awards Banquet  
Coastal Plains Community  
Development Association  
Greenville, North Carolina  
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I want to thank you for allowing me to have a small part in your program here tonight. This meeting and the activities of the Coastal Plains Development Association are evidence of the fine spirit of community service that prevails throughout North Carolina and in this region. The people of North Carolina and especially this six-county area are indebted to you for the services you have rendered and the example you have set.

This event tonight--your annual awards banquet--is for all of us a memorable occasion. It is for me because it helps me understand much better the progress and achievements we can make when citizens work together in the best interests of their community. It has reminded me of what we North Carolinians are capable of doing for ourselves.

And I know it is a thrilling experience for you because tonight you come here to look back at your record of progress and give much-deserved recognition. Tonight you meet to honor your neighbors for serving their communities well and to remind each other of the responsibility every citizen has to give of his time and talents to the service of his friends

and his community.

You know, in every community there are persons who shun civic endeavors, such as those we meet to recognize tonight, on the pretext that they haven't the time or that they just aren't "joiners." In some few instances their reluctance may be justified and understandable. But in most cases, it is not.

In most cases these persons simply haven't taken the time to consider their responsibility to their communities, to their fellow citizens, and to themselves. It just hasn't occurred to them that there is more--much more--to being a good citizen than obeying laws, voting, and paying taxes. And the sad part is that they haven't discovered what you have discovered--what they are missing in the way of personal satisfaction that can only be derived from making a real and lasting contribution to their own communities.

I know that you as individuals have your own special hopes and aspirations, your own special interests, and of course, your own special problems. Yet each of you has taken time away from his private activities to participate in the activities of this civic organization--the Coastal Plains Development Association.

This is very significant to me for it means to me that you good friends do in fact recognize the importance of community responsibility. It means to me that you acknowledge the fact that you, individually, will gain from your community's progress...that you as a member of this community, this county and this state will benefit, even if indirectly, from anything that also benefits your neighbors.

I think that it has been this recognition on the part of millions of North Carolinians across the centuries that has gained for our state a reputation for being forward-looking and progress-conscious. I think it is this fact which has caused North Carolina to move forward while many states under similar circumstances have stood still or even lagged behind.

We are a progressive state and it is exciting for me to be here tonight among people like you who are so directly responsible for that progress. It is exciting for me to think about the things you have done through your community organizations and to think about the talent and resources you have to achieve almost anything within the realm of your imagination.

You already have demonstrated the power for community and area development that can be wielded by the people here

tonight and the members of the organizations you represent.

We meet here tonight to honor some of our people for outstanding work already done. But we also meet to examine the challenge which is before us all. That challenge is to determine the means by which we can best and most effectively take full advantage of the reservoir of energy and talent already dedicated to the improvement of communities and the lives of ourselves and our neighbors.

You have made progress and we North Carolinians have made progress, significant progress, but at best we have only begun to tap the great potential that is available to us here in the heart of the East and throughout North Carolina.

Since I became your Attorney General almost two years ago, I have become more aware than ever before of the tremendous potential we have in North Carolina. As I have served, I have tried to keep in mind what we as North Carolinians working together with progressive leadership can do to make North Carolina a better place for all of our people to live. I have tried to see where we had excelled in our state and also to see where we can do more for our people.

One area in which I quickly decided that we could do more and, in fact, must do more is in the area of consumer

protection. Over the centuries this has been a duty of the Attorney General but somewhere in our history the importance of this function was pushed to the background. I have tried to revive this aspect of the Attorney General's duties and again make the Attorney General of North Carolina the people's attorney.

How have we done this and how successful have we been.

1. Describe our role before the Utilities Commission
2. Describe our role in anti-trust matters
3. Describe our role in unfair and deceptive trade practices.

CONCLUDE