

The original documents are located in Box 45, folder “Sequoia Cruises” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

September 5, 1975

MEMORANDUM FOR:

MRS. FORD

SUBJECT:

Sequoia Cruises

As promised when we talked before you left for Vail, I have attached a memorandum prepared by Pamela Powell regarding two groups which we feel would make worthwhile candidates for a Sequoia cruise under your sponsorship.

A good "inaugural cruise" might be for the youth representatives of various health organizations. As Pam explains in some detail, the purpose of the meeting would be for the White House to establish contact with these organizations in the important area of youth volunteerism. Several of the organizations are ones in which you have had a longstanding interest.

A longer-range candidate would be a group associated with the development of a program of recognition for outstanding young artists. This would require considerable preparation and development, and I feel a meeting aboard the Sequoia might be considered for your sponsorship late next spring once the preliminary planning is done.

Summary

1. As we discussed previously, I would recommend that you not have a formal "once-a-week" cruise program; rather, that it be used sparingly and only when there is a particularly worthwhile group to which you would like to extend recognition. In addition I think the cruise program should be oriented more toward discussions or "meetings afloat" rather than exclusively cruises for entertainment.

If the above concept meets with your approval, we will proceed on that basis.

Yes _____ No _____



2. I like Pam's idea to invite the health organizations for the inaugural cruise. I think it would be great for you to meet them at the dock and perhaps open the meeting by making brief remarks to the group assembled either in the cabin or on the top deck. You could then depart, and the cruise would get underway with the White House Staff conducting the meeting. A light lunch (sandwiches, potato salad, beverages) would be served, but to maintain a working tone there would be no entertainment.

If the above meets with your approval, we will work with Susan Porter in establishing a date convenient with your schedule for late this month.

Yes _____ No _____

3. If Pam's suggestion on the arts recognition program sounds worthwhile to you, I will ask her to develop additional information to send to you for your consideration.

Yes _____ No _____

Mike Farrell

Attachment

bcc: Susan Porter
Sheila Weidenfeld
Carolyn Porembka
✓ Nancy Chirton



THE WHITE HOUSE

WASHINGTON

September 4, 1975

MEMORANDUM FOR: MIKE FARRELL

FROM: PAMELA POWELL *PP*

SUBJECT: Recommendations for utilization
of the Sequoia by Mrs. Ford

To further our discussion on this subject, there are several possibilities for meetings which fall within Mrs. Ford's demonstrated areas of interest and for which the Sequoia could be used to great benefit. This memorandum covers two such meetings, both of which have potential for expanded programs.

The first meeting involves a first time effort to initiate a joint program of the volunteer youth groups of the major national health organizations. Within these ten organizations are some of the most dynamic young leaders and promoters of volunteerism in the nation. Unfortunately, their work has often gone totally unrecognized.

The purpose of this meeting would be twofold. First, it would provide Mrs. Ford with an opportunity to thank these organizations and their volunteers for their past efforts and accomplishments in a small forum while reaching the several million people who are served. Secondly, it would demonstrate a high level of interest in the continuation of such a coalition. If appropriate, Mrs. Ford would request periodic reports on the progress of the joint effort to involve more young people in volunteerism.

The following are the participating organizations:

American Foundation for the Blind
American Cancer Society
American National Red Cross
Council for Exceptional Children
Goodwill Industries
National Association for Retarded Citizens
National Easter Seal Society for Crippled Children
and Adults, Inc.
The National Foundation/March of Dimes
National Multiple Sclerosis Society
United Cerebral Palsy Associations, Inc.



Four representatives from each organization (one adult staff or board member, the director of youth services, one nondisabled young volunteer and one "client" young volunteer) would meet at the White House for a preliminary meeting in the morning. This session would serve to acquaint the participants with the goals, programs and youth auxiliaries of the organizations.

At approximately 1:00 p.m., the participants would be scheduled to board the Sequoia and be greeted by Mrs. Ford. Immediately following Mrs. Ford's remarks and a light lunch, the group would work to develop a concrete proposal for the continuation of the coalition. The emphasis of the plan will be geared to the integration of the disabled and nondisabled young person in all aspects of voluntary service.

If this meeting and format proves to be successful, we might consider similar events next spring and summer. One in which I am most interested will be touched upon briefly here. It is the development of a competitive awards and recognition program for outstanding young artists (music, dance, voice, painting, etc.). Currently we have Presidentially recognized programs for achievement in scholastics, athletics, environmental awareness and a myriad of other fields. There is, however, no single program to develop and award the "young artist". I have been approached recently by several corporate executives who have an interest in this area and who are willing to underwrite the initial cost. The participants of this possible meeting would be representatives of the National Endowment for the Arts, the Office of Gifted and Talented at HEW, the National Music Educators Association, selected representatives of the private sector, selected educators and several "gifted" youth.

The purpose of this meeting aboard the Sequoia would be to have Mrs. Ford express an interest in developing a program and to ask the participants to discuss among themselves the feasibility of such a national program. If successful, the first competitions would be held during the 1976-77 school year.



If you have an interest in this idea, I would be delighted to expand upon it at a later date. I do think, however, that bringing together the major health organizations would be an ideal way in which to "launch" a series of substantive meetings to be attended by Mrs. Ford aboard the Sequoia. In order to plan the health organizations meeting, we would need no more than two weeks lead time. Contingent upon the approval of Mrs. Ford, and weather conditions permitting, this event could be scheduled for the latter part of this month.

Please let me know your thoughts and any suggestions.