

The original documents are located in Box 4, folder “9/24/75 - Women Stockbrokers” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

MRS. FORD

EVENT: Greet members of Women Stockbrokers Association
DATE: Wednesday, September 24, 1975
TIME: 4:00 p.m.
PLACE: Map Room (Diplomatic Reception Room, refreshments)

SEQUENCE:

4:00 pm Susan Porter will escort you to the hall outside the Map Room to meet Christine Gillis, president of the Association, and then you and she will go into the Map Room. You will sit on the far pink chair; Christine Gillis will sit on the couch.

Christine Gillis will lead a discussion about their organization and their recent trip to Europe to visit foreign stock exchanges.

4:15 pm At your invitation to join you for refreshments in the Diplomatic Reception Room, the meeting will conclude.

After mingling with the group (over a cup of tea) return to family quarters.

5⁰⁰ Mock Up -

NOTE: -Press photographers will be present for the first part of the discussion only.

susan porter
September 22, 1975



→ The Women Stockbrokers' Association, Incorporated was founded in 1964 in New York City, and incorporated in the state of New York. It is the first and only professional organization for women who are fully registered with the New York Stock Exchange and who are associated with a New York Stock Exchange Member Firm. The purpose of this group is to meet and exchange ideas, to continually strive for the improvement of the standards of professionalism in the brokerage community, to enhance the image of the woman broker, and to inform the investing public that women are qualified by the New York Stock Exchange to advise on investments. The qualifications for membership are to be fully registered with a NYSE member firm. Compensation is not required to be on a commission basis; however, most of our members are involved in the sales division of these firms. The membership is small because so few women are in this field. It is estimated there are less than 200 women in the United States who are NYSE stockbrokers. Naturally, it is an unusual group and the members are well qualified for their profession.

In addition to many meetings over the years, and visiting publicly-held companies; the organization has participated in several trips. In April 1973, members from New York and California met in Chicago. We attended the opening of the Chicago Board of Options Exchange; and had Mr. W. Clement Stone, (Combined Insurance Company) as our guest speaker. The California contingent went to the Hawaiian - Islands that year to visit the publicly-held companies - Del Monte, Amfac, Cinerama, Continental Airlines, C. K. Brewer, etc. The membership is concentrated in New York and Los Angeles with some members in Chicago and San Francisco.

1975-International Women's Year is an appropriate time to visit the major stock exchanges in Europe. Time and money prevent a world-wide visit. Some of our members have visited foreign exchanges as tourists. We think now is the time for an official visit to promote economic goodwill for the United States and the American free enterprise system. It will be very educational and productive to learn how various stock exchanges operate and to compare differences. The development of capital and the investment opportunities in the world are what we are all interested in as well as the participation of women in the business world of the USA and Europe. State Department sponsorship would enhance the value of such a tour. We would be able to talk directly with people important to our purpose.

The entree to the European business women and men as well as the political figures with economic responsibilities would be possible with State Department sponsorship. About eight to twelve women will take this trip on ~~October 1~~. We will pay our own expenses and make our own intinerary and accomodations subject to State Department suggestions. A trip such as this could be viewed from the standpoint of improving the American economy and would demonstrate the full participation of women in the business world. The knowledge gained would be tremendously beneficial and useful in this very demanding



THE STATE
DEPT. HAS
HELPED US TO
MEET THESE
PEOPLE.

profession where we must continue to learn and expand information and our expertise all of the time! We would be thrilled and delighted to visit President and Mrs. Ford in the White House prior to our departure or upon our return to introduce them to the women stockbrokers who make the ownership of equities in our wonderful capitalistic society possible for our many American investor clients!



CHRISTINE GILLIS
E. F. HUTTON & COMPANY INC.
888 West Sixth Street
Los Angeles, Calif. 90017,
488-3417

WHEN AND WHERE YOU'LL STAY

SEPTEMBER 6-9	LONDON	HOTEL LONDON TARA WRIGHTS LANE, KENSINGTON LONDON W8 TEL: 937-7211
SEPTEMBER 9-12	AMSTERDAM	PULITZER HOTEL PRINSENGRACHT 315-331 AMSTERDAM 1000 TEL: 22 83 33
SEPTEMBER 12-14	MILAN	LEONARDI DA VINCI HOTEL VIA SENIGALLIA 6 MILAN 20161 TEL: 6407
SEPTEMBER 14-16	VENICE	HOTEL SATURNIA S. MARCO VIA 22 P.O. BOX 413 VENICE 30124 TEL: 708377
SEPTEMBER 16-17	FRANKFURT	AMBASSADOR HOTEL MOSELSTR. 12 FRANKFURT-AM-MAIN D 6000 TEL: 25-10-77
SEPTEMBER 17-19	ZURICH	HOTEL INTERNATIONAL AM MARKTPLATZ ZURICH ZH 8050 TEL: 46-43-41
SEPTEMBER 19-23	PARIS	HOTEL CONCORDE LA FAYETTE PLACE DE LA PORTE DES TERNES PARIS 75017 TEL: 758 1284



FACT SHEET
Mrs. Ford's Office

Event Greet members returning from Europe
Group Women Stockbrokers Association
DATE/TIME Wednes., September 24, 1975 3:00 p.m.
Contact Christine Gillis, President Phone (213) 488-3417
Number of guests: Total 15 Women 12 Men 3 Children _____
Place Map Room
Principals involved Mrs. Ford
Participation by Principal Greet, refreshments, photo (on line)
Remarks required Talking points only
Background This is an important women's group composed of responsible career women registered on the NY Stock Exchange. Particularly during International Women's Year, this group has "come highly recommended." Several of their members will just be back from Europe having studied the European stock exchanges.
Social: REQUIREMENTS
Guest list Gillis to S. Porter
Invitations _____ Programs _____ Menus _____
Refreshments Yes (tea, iced & hot, coffee, simple cakes)
Entertainment _____
Decorations/flowers Yes, normal for the room.
Music No
Social Aides No
Dress _____ Coat check _____
Other _____
Press: Reporters Yes
Photographers Yes
TV Crews Yes
White House Photographers Yes Color _____ Mono. _____
Other _____
Technical Support: Microphones No PA Other Rooms _____
Recording No
Lights _____
Transportation Cab; ENTRANCE: SouthWest Gate
Parking _____
Housing _____
Other _____ (Risers, stage, platforms) _____

Project Co-ordinator Susan Porter Phone x2850

Site diagrams should be attached if technical support is heavy.



WOMEN'S STOCKBROKERS ASSOCIATION

SUGGESTED QUESTIONS:

*ONE QUESTION I MUST ASK . . . I CAN'T HELP BUT WONDER HOW THE AVERAGE AMERICAN CAN THINK ABOUT THE STOCK MARKET IN A TIME WHEN MOST PEOPLE ARE JUST WORRYING ABOUT MAKING ENDS MEET?

*IS THE STOCK MARKET A RISKY PLACE FOR A SMALL INVESTOR?

*HOW IS BUSINESS THESE DAYS? WHAT'S THE PUBLIC MOOD? DO PEOPLE FEEL NERVOUS?

*YOU'VE JUST RETURNED FROM EUROPE. DID YOU FIND EUROPEAN WOMEN MORE ACTIVE OR LESS ACTIVE THAN AMERICAN WOMEN IN FOLLOWING THE MARKET AND IN INVESTING?

*IN THE UNITED STATES IT SEEMS MEN ALWAYS PICK UP THE FINANCIAL PAGE. VERY FEW WOMEN DO. WHY DO YOU THINK WOMEN HAVE TRADITIONALLY STAYED AWAY FROM INVESTING AND FOLLOWING THE MARKET?

*ARE YOU FINDING MORE AND MORE WOMEN ARE BECOMING INTERESTED IN MAKING INVESTMENTS?

*WHAT CAN BE DONE TO ENCOURAGE OTHERS? WHAT ARE YOU DOING?

*I'D LIKE TO HEAR A FEW STORIES ON HOW SOME OF YOU BECAME INTERESTED IN THE MARKET.



WOMEN'S STOCKBROKERS ASSOCIATION

INTRODUCTION

COMMENT ON:

*WEATHER AND HOW MUCH YOU APPRECIATE THEIR COMING TO SEE
YOU.

*THAT YOU'VE READ ABOUT THEIR GROUP AND HOW IMPRESSED YOU
ARE WITH THEM.

*THAT YOU LIKE TO MEET WITH DIFFERENT GROUPS TO FIND OUT
WHAT THEIR THINKING IS ON ISSUES THAT CONCERN THEM.

*THAT YOU'RE PARTICULARLY INTERESTED IN THEIR VIEWS ON
WOMEN AND INVESTING.

*YOU HAVE QUESTIONS; THIS IS AN INFORMAL SESSION AND YOU
HOPE EVERYONE WILL FEEL RELAXED AND PARTICIPATE IN GIVING THEIR
OPINIONS.

