

The original documents are located in Box 36, folder “Ford, Betty - Arts - Handicapped” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.



The National Committee☆Arts for the Handicapped

FOR IMMEDIATE RELEASE

EXECUTIVE DIRECTOR
JAMES A. SJOLUND

FOR INFORMATION

Contact: Jim Sjolund
Executive Director
National Committee
Arts for the Handicapped
(202) 245-9563

Jack Kukuk
Alliance for Arts Education
John F. Kennedy Center for the Performing Arts
(202) 254-3250

Washington, D. C....Mrs. Gerald R. Ford has accepted an invitation to serve as Honorary Chairperson for the National Committee for Arts for the Handicapped. In her acceptance letter Mrs. Ford states that she is "grateful for this opportunity to convey my encouragement to all who are actively involved in this cooperative project and my great admiration for this urgently needed effort to enrich the lives of our handicapped and mentally retarded citizens through association and involvement with the arts."

The National Committee on Arts for the Handicapped is composed of leaders from major national arts organizations, organizations representing handicapped citizens, general education organizations and private foundations. The Committee will support reasearch activities and the development of model sites to exemplify arts programs which are being successfully used in the education of mentally retarded and handicapped children. The Committee will also seek to increase the number of mentally retarded and handicapped children served by arts programs by 200,000 per year for the next five years.

#####

7/28/75

EXECUTIVE COMMITTEE

MRS. GERALD R. FORD
Honorary Chairperson
The White House
RAYMOND W. THOMPSON
Chairman, National Committee
Seattle Public Schools
Administrative and Service Center
815 Fourth Avenue North
Seattle, Washington 98109
206-587-4242

BEVERLY CAMPBELL
Coordinating Director,
Joseph P. Kennedy, Jr. Foundation
1701 K Street Northwest No. 205
Washington, D.C. 20006
202-331-1731
JACK KUKUK
Assistant Director,
Alliance for Arts Education
Kennedy Center, Education Department
Washington, D.C. 20566
202-872-0466

WILLIAM SCHIPPER
Project Coordinator,
National Association of
State Directors of Special Education
1201 Sixteenth Street Northwest
Washington, D.C. 20036
202-833-4218
DR. RICHARD W. CORTRIGHT
Project Assistant, National
Education Association
1201 Sixteenth Street Northwest
Washington, D.C. 20036
202-833-4187

NATIONAL COMMITTEE

DR. VIVIANNE ANDERSON
Assistant Commissioner
N.Y. State Education Department
DR. WESLEY APKER
Executive Secretary
National Association of State
Boards of Education
DR. HAROLD ARBERG
Director
Arts and Humanities, USOE
KATHRYN BLOOM
Director
Arts in Education Program
John D. Rockefeller 3rd Fund

DOROTHY DEAN
Executive Director, National Information
Center for the Handicapped

DR. DON ERICKSON
The Council for Exceptional Children

DR. CHARLES L. GARY
Executive Secretary, Music
Educators National Conference

MARGIE R. HANSON
Elementary Education Consultant
National Dance Association

DR. PEG JONES
Associate Director, National Foundation
for the Improvement of Education, NEA

FRED KRAUSE
Executive Director, President's Commission
on Mental Retardation

JOHN MAHLMANN
Executive Director
National Art Education Association

DR. RUTH MONDSCHIEIN
Special Assistant, Assistant
Secretary of Education, HEW

WENDELL H. PIERCE
Executive Director, Education
Commission of the States

ANTHONY REID
Executive Director
American Theatre Association

FORBES W. ROGERS
Executive Director
Alliance for Arts Education

MARION P. SMITH
President, National Association
for Retarded Citizens

JEAN KENNEDY SMITH
National Chairwoman
Alliance for Arts Education

DR. WILLIAM C. WILSON
Liaison Coordinator
Coordinating Office for Regional
Resource Centers

PHYLLIS WYETH
Consultant
Arts and the Handicapped
National Endowment for the Arts

Fran

THE WHITE HOUSE

WASHINGTON

October 24, 1975

Cancelled

MEMORANDUM TO: PETER SORUM

FROM: SUSAN PORTER *SP*

SUBJECT: Action Memo

Mrs. Ford has agreed to make two drop-bys on Monday, October 27, 1975 at the Kennedy Center. Because this is a busy day with the Arrival and State Dinner, these will of necessity be very, very brief. She is only making them because they are two groups she feels strongly about, Business Committee for the Arts and The National Committee, Arts for the Handicapped, both of which by coincidence are holding meetings in the city.

Both contacts have agreed to await your call Monday morning and although they, of course, wish she could stay longer, are very agreeable to her making a very quick and informal drop-by. They are expecting Mrs. Ford to drop by in the vicinity of 3:00 p.m. This time will give her an opportunity to rest following the Arrival Ceremony that morning and yet will have her back at the White House in plenty of time for her 4:00 hair appointment preceding the State Dinner.

GROUP: Business Committee for the Arts

TIME: As you determine, around 3:00 p.m.

PLACE: South Opera Lounge, Kennedy Center

CONTACT: Mr. Goldwin A. McLellan, President
(He may be reached on Sunday after 2:00 p.m. at the Watergate Hotel where he will be staying. He may be reached on Monday through Roger Stevens' office, 254-3606)

BACKGROUND: As the letter in the attached file from Mr. McLellan to Mr. Kenny reflects, the Business Committee for the Arts was organized in 1967 and founded by David Rockefeller, Katharine Graham, Douglas Dillon, Gavin MacBain and others. Mrs. Ford had accepted an invitation last spring to attend the annual dinner of this group in New York but had to cancel at the last minute. Mrs. Ford's interest in this group came from their efforts to solicit support for the arts from the business community and private sector. This is a very high-powered group with many distinguished members.



They will probably be involved in a panel at the time of Mrs. Ford's drop-by but they will simply interrupt their proceedings at whatever time Mrs. Ford is able to drop by and say Hello and convey that although she cannot stay because of a very busy day that she did want them to know how interested she is in their efforts and how much she encourages private support for the arts and involvement of the business community.

GROUP: National Committee, Arts for the Handicapped

TIME: As you determine, around 3:00 p.m.

PLACE: Eisenhower Rehearsal Room, Kennedy Center

CONTACT: Mr. Jack Kukuk, Assistant Director
254-8180 (office) (He can be reached on Sunday at the Watergate Hotel where he will be staying)

BACKGROUND: The National Committee, Arts for the Handicapped comes under the jurisdiction of a larger umbrella group called the Alliance for Arts Education, jointly sponsored by the Kennedy Center and the U.S. Office of Education in cooperation with various organizations. Mrs. Ford has agreed to serve as Honorary Chairman of the National Committee, Arts for the Handicapped, an organization which uniquely merges her interest in both the arts and handicapped and mentally retarded.

I am not sure what the group will be doing specifically at the 3:00 time period, however, Mr. Kukuk did indicate that they would be divided into two groups but if given ten minutes notification, he can have both groups together. Mr. Kukuk was to have sent over a detailed program of their day, however, as of this writing this has not been received. I think its relevance would be mostly in the way of background material for Mrs. Ford, the type of things they will be doing during their meetings. The files are attached.

Thank you.

c: BF Staff
Red Cavaney
William Nicholson
Rex Scouten
Staircase



TO: SUSAN PORTER

YOU WERE CALLED BY: Mr. MacLellan

OF: _____

____ Please call: (212) 765-5980

____ Will call again

☒ Returned your call

DATE: _____ TIME: _____

H: (203) 661-3290

Singletown
Rd,
Greenwich

OCT. 27

(150)

SO. OPERA LOUNGE
3:00 pm.

Mr.
CONTACT: McLELLAN
ROGER STEVENS
OFFICE
254-3606

WATERGATE HOTEL
SUNDAY, 2-



BF PENDING TO CONSIDER (Oct. 27)

BUSINESS COMM. FOR THE ARTS
KENNEDY CENTER

*discontinue for
Arts Council*



BUSINESS COMMITTEE FOR THE ARTS, INC.
1700 Broadway, New York, N.Y. 10019, (212) 765-5980

president
GOLDWIN A. McLELLAN

*acknowledged
receipt of letter
by phone. S.P.*

Dear Mrs. Ford:

Earlier this year we hoped you would be able to join us as our guest of honor at our annual meeting held at the Whitney Museum in New York City. We were disappointed when it was necessary for you to cancel your attendance and we are hoping now that we might convince you to join us for a meeting we are holding at Kennedy Center on Monday, October 27th. Attending will be at least 150 representatives of major national corporations (the number may be much greater) who are gathering at the Center to discuss ways of solving the critical financial situation which faces the arts throughout the United States. Subjects to be discussed will include united arts funding programs, corporate matching gift programs for the arts, expanding employee participation and a basic discussion concerning measurement of the needs of the arts in order to plan ways the business community can help.

The evening of the 27th will also be spent at Kennedy Center. A group of us will see the play at the Eisenhower Theater - "Sweet Bird of Youth" sponsored by the Xerox Corporation, the rest will attend a concert of the New World Symphony, composed primarily of minority musicians, sponsored by the Exxon Corporation, both members of BCA. Following the concert and theater, there will be a reception and supper in the Atrium at Kennedy Center.

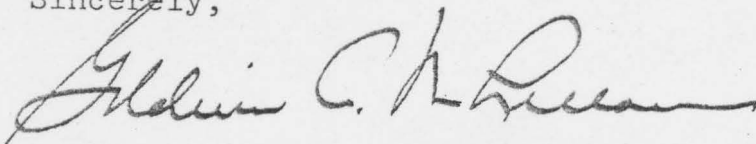
We would be so very pleased if you could see your way clear to be with us for the evening or for any part of the day's conference. Those who attend would, of course, be very pleased if you would consider serving on one of the panels, or if time would only permit brief attendance, give a short statement of welcome or if none of these are possible a brief visit with an introduction to the audience. We would be delighted to have you with us in any capacity. Enclosed is a tentative agenda which will give you some idea of the



plans for the day.

Business is doing a great deal for the arts but anything that can be done to stimulate greater interest in more extensive involvement will have direct monetary results and should also improve business cooperation with the National Endowments for the Arts and Humanities.

Sincerely,



Goldwin A. McLellan

(212) 765-5980

Mrs. Betty Ford
The White House
Washington, D.C.

August 14, 1975

cc: Ms. Susan Porter



Business Committee for the Arts Conference
FUNDING FOR THE ARTS
John F. Kennedy Center for the Performing Arts
Washington, D. C.
October 27, 1975

8:30 a.m. Continental breakfast

9:00 Welcome and Statement of Purpose
Mr. Eliot Noyes
Eliot Noyes & Associates
New Canaan, Connecticut

9:15 Can the needs of the arts be assessed on a national basis?

Moderator: Mr. Goldwin A. McLellan, President
Business Committee for the Arts
New York

Panelists: Mr. Stephen Benedict, Dir., Project in the Arts
Council on Foundations, Inc.
New York

Mr. Joseph Farrell, President
National Research Center of the Arts
New York

Mr. James Harris, Senior Research Associate
The Conference Board
New York

Mr. Harold Horowitz, Director of Research
National Endowment for the Arts
Washington, D.C.

Mr. Roger L. Stevens
John F. Kennedy Center for the Performing Arts
Washington, D.C.

10:45 Employee Matching Gift Programs

Moderator: Mr. C. Robert Devine, Vice Pres.-Publ. Relations
Reader's Digest Association, Inc.
New York

Panelists: Mr. John Pulsipher, Mgr. of Corporate Support
Equitable Life Assurance Society of the U.S.
New York

Mr. Richard B. Bessey, Executive Director
Corning Glass Works Foundation
Corning

Mr. David K. Case, Ass't. Vice President
The National Shawmut Bank of Boston
Boston



Mr. Samuel J. Silberman, President
Gulf And Western Foundation
New York

11:40

How to Expand Employee Participation in
Support of the Arts

Mr. Robert L. Miles, Mgr., Public Affairs
General Electric Company
Cincinnati

12:00 p.m.

Reception and Lunch

2:00

Lotteries to Support the Arts

Mr. James A. Hagler, Executive Director
International Marketing Institute
Cambridge

Mr. Michael A. d'Amelio, Vice President
Business Committee for the Arts
New York

2:45

United Funding for the Arts

Moderator:

Mr. Michael Newton, President
Associated Councils of the Arts
New York

Panelists:

Mr. Marlow G. Burt, Executive Director
St. Paul-Ramsey Arts and Science Council
St. Paul

Mr. Arthur M. Doty, President
The Alcoa Foundation
Pittsburgh

Mr. Joseph Meyerhoff, Chrm., Exec. Committee
Monumental Properties, Inc.
Baltimore

Mr. Robert Sakowitz, Exec. Vice President
Sakowitz
Houston

Mr. Charles R. Yates, President
Atlanta Arts Alliance, Inc.
Atlanta



FIRST LADY

March 17, 1975

IV/1975/ST32/1122, York

Dear Mr. Sarnoff:

As you must unfortunately know, Mrs. Ford's osteoarthritis has forced her to cancel her plans to appear at the Annual Meeting of the Business Committee for the Arts.

I'm as disappointed as Mrs. Ford is that she will not be able to attend. I know she was looking forward to participating, and I was delighted to be able to help with an event that is important to you.

If there is any way a message from Mrs. Ford would be helpful, please let me know.

Cordially,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. Robert W. Sarnoff
Chairman and Chief Executive Officer
RCA
30 Rockefeller Plaza
New York, New York 10020

bcc w/incoming to Maxwell M. Rabb, 61 Broadway, NYC 10006

SRW:ncc

10

RECEIVED

MAR 17 1975

SOCIAL FILES

Mrs. Sheila Weidenfeld
Press Secretary to Mrs. Ford
The White House
Washington, D. C. 20500

100/1

Robert W Sarnoff
Chairman and
Chief Executive Officer

Dear Sheila:

March 3, 1975

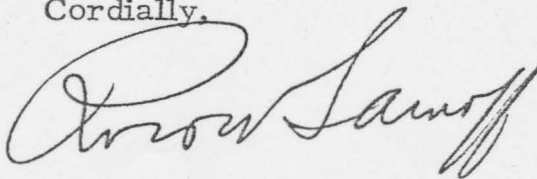
I want to thank you for your help in assuring the attendance of Mrs. Ford at the Annual Meeting of the Business Committee for the Arts at the Whitney Museum in New York City on April 9.

I am sure you know how much Mrs. Ford's presence will add to the occasion. Her personal interest is tremendously encouraging to the support of the arts in America.

Please give my regards to your father.

With warm good wishes,

Cordially,



Robert W. Sarnoff



IV/1975/ST32/NYC

March 12, 1975

Dear Mr. Sarnoff,

Your gracious letter to Mrs. Ford regarding her attendance at the Annual Meeting of the ^xBusiness Committee for the Arts at the Whitney Museum in New York City on April 9th is deeply appreciated. As you may now know, Mrs. Ford's health has necessitated a change in her schedule. I have spoken with Mr. Goldwin Mclellan telling him that Mrs. Ford will not have the opportunity of attending. She is very sorry about this as she had looked forward to it for some time. We wish the meeting well, however, and hope you will convey to all attending Mrs. Ford's regret at being unable to be with you. You were most kind to write.

With warmest regards,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

^x
Mr. Robert W. Sarnoff
Chairman and
Chief Executive Officer
Radio Corporation of America
30 Rockefeller Plaza
New York, New York 10020

cc: Sheila Weidenfeld

SP/sr

RECEIVED

MAR 13 1975

SOCIAL FILES

GERALD R. FORD

Mrs. Ford
The White House
Washington, D. C. 20500

121371

Robert W Sarnoff
Chairman and
Chief Executive Officer

Dear Mrs. Ford:

March 3, 1975

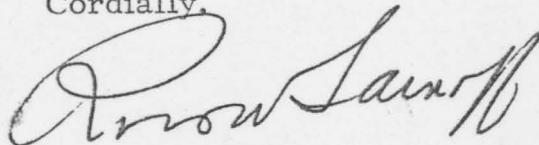
We are delighted to learn that you will attend the Annual Meeting of the Business Committee for the Arts at the Whitney Museum in New York City on April 9.

We believe the occasion will be a memorable one, and you will be pleased to know that our guest speaker will be the NBC commentator and author of "Speaking Freely," Edwin Newman.

Beyond the personal pleasure of meeting you, to which we all look forward, your presence will contribute greatly to our goal of advancing the arts in America.

With warmest good wishes,

Cordially,



Robert W. Sarnoff

GERALD R. FORD LIBRARY

February 6, 1975

Dear Mr. McLellan,

Your very thoughtful invitation to Mrs. Ford to attend the annual meeting of the Business Committee for the Arts in New York City on April 9th has been forwarded to Mrs. Ford and is greatly appreciated. Mrs. Ford, reflecting her interest in the arts and her encouragement of private support for the arts, would be pleased to attend and is looking forward to being with you at 6:30 p.m. on April 9th at the Whitney Museum.

With gratitude and warmest best wishes,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Mr. Goldwin A. McLellan
President
Business Committee for the Arts
1700 Broadway
New York, New York 10019

✓ REGRETTED
BY PHONE,
ALAS, 3/11/75.
FEC
N.H. SP

SP/sr

c: BF Accepted Pending/April 9 (New York City)
Sheila Weidenfeld
Nancy Hanks

RECEIVED

APR 2 1975

SOCIAL FILES

FILE NOW;
BE REGRETTED
BECAUSE OF
ARTHRITIS.
SP TALKED TO:
- MRS. HELEN EISENBERG
- MR. GOLDWIN McLELLAN
+ WROTE TO,
MR. SARNOFF.
SP

make
action
memo



*A State dinner
is on this night*

THE WHITE HOUSE
WASHINGTON

U. M. H.

Dear Mrs. Ford,

*LATER; STATE
DINNER DATE
CHANGED: ACCEPT
FOR BF*

This letter inviting you to attend
a meeting in New York City the evening
of Wednesday, April 9th at the Whitney
Museum with Mr. Robert Sarnoff presiding
has come in through Sheila. The thing
that appeals to me about this invitation
is that if you are going to be interested
in the arts, as you are, one vital aspect
is funding. I think we all philosophically
concur that the more the arts can be
supported privately, the better. Thus,
your encouragement of individuals and
businesses and organizations to themselves
be responsible for financially endorsing
our arts and the nation's cultural
development is important. Your attendance
at this business meeting and the dinner
thus would be the prong of private support



THE WHITE HOUSE
WASHINGTON

for the arts. In discussing this invitation,
Sheila and I both concur that for this
reason, if you are interested, this
probably would be worthwhile.

_____ Attend April 9th

_____ Regret

Thank you,


susan





BUSINESS COMMITTEE FOR THE ARTS, INC.
1700 Broadway, New York, N.Y. 10019 (212) 765-5980

President
GOLDWIN A. McLELLAN

October 30, 1974

Mr. Peter Kenny
NBC
Suite 610
18 K Street, N.W.
Washington, D.C. 20006

Dear Mr. Kenny:

The Business Committee for the Arts, which was organized in the fall of 1967, holds its annual meeting each spring in New York City. As background, the Committee was originally founded by David Rockefeller, Katharine Graham, Douglas Dillon, Gavin MacBain and others who believed that the largest untapped source of support for the arts was the business sector. The concept of the organization is explained in the blue folder; the white folder contains the current list of members. You will note that Mr. Robert W. Sarnoff is our chairman.

The meeting in 1975 will be held here in New York City at the Whitney Museum the evening of April 9th with Mr. Sarnoff presiding. Normally the meeting, which is called for 6:30 p.m., involves a brief formal business session, followed by a keynote address by someone prominent in business, government or the arts. Our speaker last year was David Rockefeller, the previous year Senator Claiborne Pell and in earlier years J. Irwin Miller and Senator Percy. The business session and keynote speech is followed by a black tie dinner and all are attended by approximately 250 people who are members of BCA and leaders in the arts and government with their wives or guests. A copy of the speech delivered by David Rockefeller at the 1974 meeting is enclosed as is a copy of our "BCA News" which reports activities of the meeting.

Mrs. Ford would be particularly appropriate for this group because of her past involvement with the arts and her current interest in seeing that they continue to flourish despite ominous financial indicators. Most of the attendees will be at the chairmen of the board or



presidential level of our member corporations and, therefore, will serve as a prime audience and as justification for her participation. Attendance is carefully controlled and, in our opinion, the Whitney Museum lends itself to security control much more readily than would most public meeting places.

At the time of the organization of BCA, total corporate support of the arts was approximately \$22 million a year. Today, based on an objective statistical study, just completed by Touche Ross and Company, business supported the arts at a level of \$144 million a year in 1973.

All of us believe that the future of the arts in America depends on greater involvement and concern of the federal government and the business sector. David Rockefeller, in his speech last year, pointed to the necessity for increased cooperation between these two elements of society and called upon BCA to do what it could to augment cooperative efforts toward greater involvement of these two sources of support.

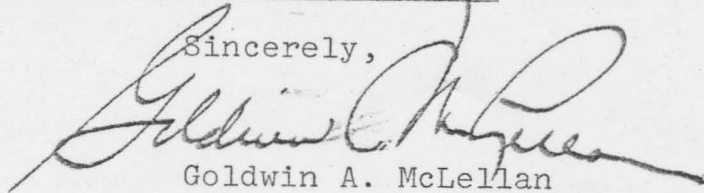
In order to give you some concept of our objectives, your attention is directed to the blue folder, our three booklets, "516 Ways...", "126 Ways..." and "Approaching Business for Support of the Arts". In addition you are probably aware of the fact that we have conducted a major public service advertising campaign, which has involved radio, television and magazine print ads. So far, contribution of space by all of the media has exceeded \$20 million measured in commercial terms. Examples of some of our print ads are attached, but you probably know that NBC has done an excellent job for us, as have other major networks and local stations.

This is a brief description of our work involving the entire nation which has effectively marshalled business interests in every state toward increased support of the arts. Of course, the job is still far from completed and Mrs. Ford's participation in our annual meeting, with the attendant publicity, would



do a great deal to bring more business people to
the realization that this is an area they should
consider worthy of their concern and support.

Sincerely,

A handwritten signature in dark ink, appearing to read "Goldwin A. McLellan", written over the typed name.

Goldwin A. McLellan

GAMcL:alo

Encl.

cc: Mr. Alexander Rylander



FILE ON
NATIONAL COMMITTEE,
ARTS FOR THE HANDICAPPED



THE WHITE HOUSE
WASHINGTON

re: Act
or
handic.

2:30 - 4:30

EISEN. REHEARSAL
ROOM

= someone in office at
all times, 25
to get word 254-3250



TO: SUSAN PORTER

YOU WERE CALLED BY: Jack Kukak

OF:

☒ Please call: 254-8180

☐ Will call again

☐ Returned your call.

DATE: 8 October 1, 1975 TIME:

Re: The thing you mentioned in your thank you letter to him that you forgot was the letter you received yesterday. Also they would like to have a color slide of Mrs. Ford (preferably with mouth open as if she is speaking) and a black and white glossy (also with mouth open).

9:00 - 12:00 natl. Comm. Theatre.
12:30 lunch on
1:10 - 2:30 Watergate Terrace Restaurant

2:30 - 4:30 working session
Ed, Opie



The National Committee Arts for the Handicapped

September 30, 1975

EXECUTIVE DIRECTOR
JAMES A. SJOLUND

EXECUTIVE COMMITTEE

MRS. GERALD R. FORD
Honorary Chairperson
The White House

RAYMOND W. THOMPSON
Chairman, National Committee
Seattle Public Schools
Administrative and Service Center
815 Fourth Avenue North
Seattle, Washington 98109
202-587-4242

BEVERLY CAMPBELL
Coordinating Director,
Joseph P. Kennedy, Jr. Foundation
1701 K Street Northwest No. 205
Washington, D.C. 20006
202-331-1731

JACK KUKUK
Assistant Director,
Alliance for Arts Education
Kennedy Center, Education Department
Washington, D.C. 20566
202-872-0466

WILLIAM SCHIPPER
Project Coordinator,
National Association of
State Directors of Special Education
1201 Sixteenth Street Northwest
Washington, D.C. 20036
202-833-4218

DR. RICHARD W. CORTRIGHT
Project Assistant, National
Education Association
1201 Sixteenth Street Northwest
Washington, D.C. 20036
202-833-4187

NATIONAL COMMITTEE

DR. VIVIANNE ANDERSON
Assistant Commissioner
N.Y. State Education Department

DR. WESLEY APKER
Executive Secretary
National Association of State
Boards of Education

DR. HAROLD ARBERG
Director
Arts and Humanities, USOE

KATHRYN BLOOM
Director
Arts in Education Program
John D. Rockefeller 3rd Fund

DOROTHY DEAN
Executive Director, National Information
Center for the Handicapped

DR. DON ERICKSON
The Council for Exceptional Children

DR. CHARLES L. GARY
Executive Secretary, Music
Educators National Conference

MARGIE R. HANSON
Elementary Education Consultant
National Dance Association

DR. PEG JONES
Associate Director, National Foundation
for the Improvement of Education, NEA

FRED KRAUSE
Executive Director, President's Commission
on Mental Retardation

JOHN MAHLHANN
Executive Director
National Art Education Association

DR. RUTH MONDSCHEN
Special Assistant, Assistant
Secretary of Education, HEW

WENDELL H. PIERCE
Executive Director, Education
Commission of the States

ANTHONY REID
Executive Director
American Theatre Association

FORBES W. ROGERS
Executive Director
Alliance for Arts Education

MARION P. SMITH
President, National Association
for Retarded Citizens

JEAN KENNEDY SMITH
National Chairwoman
Alliance for Arts Education

DR. WILLIAM C. WILSON
Liaison Coordinator
Coordinating Office for Regional
Resource Centers

PHYLLIS WYETH
Consultant
Arts and the Handicapped
National Endowment for the Arts

Mrs. Gerald Ford
The White House
Washington, D. C. 20500

Dear Mrs. Ford:

On Friday, October 24th through Tuesday, October 28, 1975, the National Committee, Arts for the Handicapped will be meeting at the Kennedy Center with representatives of the National Alliance for Arts Education (AAE). The purpose of the national AAE conference is to showcase outstanding arts programs for all students. The session on Monday, October 27th will deal specifically with arts programs for handicapped children.

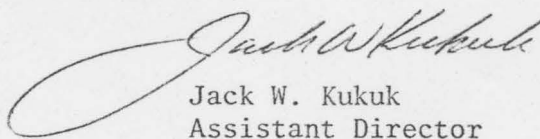
Participants in the conference will be nationally prominent leaders in Arts Education as well as Arts for the Handicapped. Their commitment to improving arts programs at the State level is critical to the success of the program.

National awareness of the needs of handicapped persons who are isolated from beauty in their lives by the barrier of their handicapping condition is critical. Mr. Ray Thompson, National Chairman and Mr. James Sjolund, our Executive Director and all members of the Executive Committee concur that your presence and support of the Monday session would be a key factor in the success of the meeting and the overall NCAH program.

For these reasons, I would like to ask that you present a brief welcoming address to the participants if your schedule permits. The morning session extends from 9:00 a.m. to 12:30 p.m. The program could be adjusted in any way necessary to coincide with your schedule on that day.

I appreciate your consideration of this request and thank you for your interest in this program. If I may be of assistance in any way, please call me.

Sincerely,


Jack W. Kukuk
Assistant Director





The National Committee on Arts for the Handicapped

September 25, 1975

EXECUTIVE DIRECTOR
JAMES A. SJOLUND

EXECUTIVE COMMITTEE

MRS. GERALD R. FORD
Honorary Chairperson
The White House
RAYMOND W. THOMPSON
Chairman, National Committee
Seattle Public Schools
Administrative and Service Center
815 Fourth Avenue North
Seattle, Washington 98109
206-587-4242
BEVERLY CAMPBELL
Coordinating Director,
Joseph P. Kennedy, Jr. Foundation
1701 K Street Northwest No. 205
Washington, D.C. 20006
202-331-1731
JACK KUKUK
Assistant Director,
Alliance for Arts Education
Kennedy Center, Education Department
Washington, D.C. 20566
202-472-0466
WILLIAM SCHIPPER
Project Coordinator,
National Association of
State Directors of Special Education
1201 Sixteenth Street Northwest
Washington, D.C. 20036
202-833-4218
DR. RICHARD W. CORTRIGHT
Project Assistant, National
Education Association
1201 Sixteenth Street Northwest
Washington, D.C. 20036
202-833-4187
NATIONAL COMMITTEE
DR. VIVIANNE ANDERSON
Assistant Commissioner
N.Y. State Education Department
DR. WESLEY APKER
Executive Secretary
National Association of State
Boards of Education
DR. HAROLD ARBERG
Director
Arts and Humanities, USOE
KATHRYN BLOOM
Director
Arts in Education Program
John D. Rockefeller 3rd Fund
DOROTHY DEAN
Executive Director, National Information
Center for the Handicapped
DR. DON ERICKSON
The Council for Exceptional Children
DR. CHARLES L. GARY
Executive Secretary, Music
Educators National Conference
MARGIE R. HANSON
Elementary Education Consultant
National Dance Association
DR. PEG JONES
Associate Director, National Foundation
for the Improvement of Education, NEA
FRED KRAUSE
Executive Director, President's Commission
on Mental Retardation
JOHN MAHLMANN
Executive Director
National Art Education Association
DR. RUTH MONDSCHNEIN
Special Assistant, Assistant
Secretary of Education, HEW
WENDELL H. PIERCE
Executive Director, Education
Commission of the States
ANTHONY REID
Executive Director
American Theatre Association
FORBES W. ROGERS
Executive Director
Alliance for Arts Education
MARION P. SMITH
President, National Association
for Retarded Citizens
JEAN KENNEDY SMITH
National Chairwoman
Alliance for Arts Education
DR. WILLIAM C. WILSON
Liaison Coordinator
Coordinating Office for Regional
Resource Centers
PHYLLIS WYETH
Consultant
Arts and the Handicapped
National Endowment for the Arts

Ms. Susan Porter
Executive Assistant to Mrs. Gerald R. Ford
White House
Washington, D. C. 20500

Dear Ms. Porter:

I would like to take this opportunity to personally thank you for the assistance you have given to the National Committee on the Arts for the Handicapped. We think that the increased opportunities through the arts for handicapped children is a significant and exciting trend in education, and are most pleased that Mrs. Ford has agreed to be honorary chairperson. I have heard of her interest in handicapped children and also of her interest in the arts, and hope that the National Committee will be able to provide a vehicle for furthering these interests in a meaningful way.

Mr. Jack Kukuk, from the Alliance of Arts Education at the Kennedy Center, has informed me that there is a possibility Mrs. Ford may be able to offer the greetings to the General Session of the AAE Conference dealing with arts for the handicapped, to be held at the Kennedy Center on Monday, October 27 at 9:00 a.m. This would truly be an exciting addition to our program. Many of the national leaders in the area of the arts and the area of handicapped education will be in attendance. We would be most pleased to supply her with background information about the Arts for the Handicapped program and would also be willing to prepare some tentative remarks for her consideration if you think this is advisable. I would appreciate your advice on this matter.

Again, thank you for your valuable assistance.

Very sincerely

Raymond W. Thompson, Chairman
National Committee
Arts for the Handicapped

RWT:ap

cc: Jack Kukuk
Buck Rogers
Jim Sjolund



FIRST LADY

HE 1-11

PR 14-16-1

July 10, 1975

Dear Mr. Kukuk,

Your gracious letter inviting me to serve as Honorary Chairperson of the National Committee on Arts for the Mentally Retarded and Handicapped is greatly appreciated. It would be a special pleasure and a great honor to have my name listed in this way on behalf of this project which is sponsored by the Alliance for Arts Education.

I am also grateful for this opportunity to convey my encouragement to all who are actively involved in this cooperative project and my great admiration for this urgently needed effort to enrich the lives of our handicapped and mentally retarded citizens through association and involvement with the arts.

With gratitude and my warmest best wishes,

Sincerely,

BETTY FORD

X
Mr. Jack W. Kukuk
Assistant Director
X Alliance for Arts Education
X John F. Kennedy Center
Washington, D. C. 20566

SP/sr

c: BF Honorary Affiliations (accept)
T. H. Bell
Roger Semerad
Sheila Weidenfeld



RECEIVED

JUL 17 1975

SOCIAL FILES

THE WHITE HOUSE
WASHINGTON

Dear Mrs. Ford,

You have been invited to serve as Honorary Chairperson of the National Committee on Arts for the Mentally Retarded and Handicapped which is sponsored by the Alliance for Arts Education, a joint project of the Kennedy Center and HEW's Office of Education. I have solicited the views of the Domestic Council and Commissioner Bell of the United States Office of Education who has given the following assessment:

"Given the First Lady's demonstrated interest in the areas of concern to the Committee, it would seem to me to be appropriate for her to accept the invitation with the understanding, as Ms. Porter suggests, that no commitment of time be made at present."

My own feelings are that this Committee has wonderful potential and given your stated interests would seem to be "a natural." Although I would suggest lend name only at the beginning, I think this may be something you might want to become actively involved in at a later time.

☒ Lend name

☐ Regret

yes!

Thank you,

susan



noted 6/7

see: phone calls
made

THE WHITE HOUSE

WASHINGTON

May 29, 1975

MEMORANDUM FOR: SUSAN PORTER
FROM: ROGER SEMERAD *RS*
SUBJECT: National Committee on
Arts for the Mentally
Retarded and Handicapped

According to your request of May 9 in a memorandum to James Cavanaugh, we are attaching the comments of Commissioner T.H. Bell, U.S. Office of Education, on the above subject.

~~I don't understand~~

Enclosure





ALLIANCE FOR ARTS EDUCATION

JOINT PROJECT OF THE

JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS
OFFICE OF EDUCATION, DEPARTMENT OF HEALTH, EDUCATION AND WELFARE

National AAE Committee

Jean Kennedy Smith
Chairwoman

Terrel H. Bell

Mrs. Paul A. Clayton

Ralph W. Ellison

Lily P. Guest

John Mahlmann

S. P. Marland, Jr.

Mrs. J. Willard Marriott

Roger L. Stevens

Harold Arberg
Project Officer, DHEW

Forbes W. Rogers
Executive Director

Jack W. Kukuk
Assistant Director

Tom Mitze
Program Coordinator

May 22, 1975

Ms. Susan Porter
East Wing
The White House
Washington, D.C.

Dear Susan:

I want to thank you for your efforts on behalf of the National Committee on Arts for the Mentally Retarded and Handicapped. I appreciate the time that you and Sheila Weidenfeld took to discuss the program with me. If there is any additional information that you need, please let me know.

I was pleased to hear about Mrs. Ford's award from the National Art Association for her interest and support of Arts programs. I would imagine that the National Committee on Arts for the Mentally Retarded & Handicapped would like to recognize her efforts on behalf of handicapped students in a similar manner, possibly at our fall national conference at the Kennedy Center.

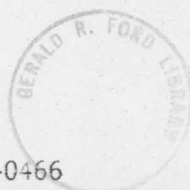
Once again, thank you for your efforts. I look forward to seeing you again soon.

Best wishes,

Sincerely,

Jack W. Kukuk
Assistant Director

JWK:snf





DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

OFFICE OF EDUCATION

WASHINGTON, D.C. 20202

MAY 21 1975

MEMORANDUM FOR HONORABLE ROGER D. SEMERAD

Subject: Request that Mrs. Ford serve as Honorary Chairperson of the National Committee on Arts for the Mentally Retarded and Handicapped.

The National Committee on Arts for the Mentally Retarded and Handicapped has obtained pledges of funds (approximately \$65,000) from member agencies as well as the Joseph P. Kennedy, Jr. Foundation, has selected an executive director, and is exploring sources of administrative support, including the Council for Exceptional Children. Therefore, it appears to have a solid base for development of program activities.

Given the First Lady's demonstrated interest in the areas of concern to the Committee, it would seem to me to be appropriate for her to accept the invitation with the understanding, as Ms. Porter suggests, that no commitment of time be made at present.

T. H. Bell
U.S. Commissioner
of Education



THE WHITE HOUSE
WASHINGTON

Sheila,

You and I have an appointment with Mr. Kukak tomorrow, Tuesday, at 10:00 a.m. Attached is the initial correspondence and the enclosures he mentions will be here this afternoon.

Thank you,

susan . .



THE WHITE HOUSE

WASHINGTON

May 9, 1975

MEMORANDUM TO: JAMES CAVANAUGH

FROM: SUSAN PORTER

Roger
Don't know
Plan don't ask
x get book
TO Susan P.
THANKS

Mrs. Ford has received the attached invitation to serve as Honorary Chairperson of the National Committee on Arts for the Mentally Retarded and Handicapped. Given her stated interest in the arts and also in the handicapped and retarded, this looks to me like a very fine project for Mrs. Ford. I should add, however, that her participation would probably be in name only as she really has little opportunity to become involved in a working sense. May I have your assessment of the program and the invitation? Also, can you think of anyone else whose views we should solicit?

Thank you.





ALLIANCE FOR ARTS EDUCATION

JOINT PROJECT OF THE

JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS
OFFICE OF EDUCATION, DEPARTMENT OF HEALTH, EDUCATION AND WELFARE

National AAE Committee

Jean Kennedy Smith
Chairwoman

Terrel H. Bell

Mrs. Paul A. Clayton

Ralph W. Ellison

Lily P. Guest

John Mahlmann

S. P. Marland, Jr.

Mrs. J. Willard Marriott

Roger L. Stevens

Harold Arberg
Project Officer, DHEW

Forbes W. Rogers
Executive Director

Jack W. Kukuk
Assistant Director

Tom Mitze
Program Coordinator

April 30, 1975

Mrs. Gerald Ford
The White House
Washington, D.C.

Dear Mrs. Ford:

I have noted on several occasions that you have expressed an interest in the arts and in programs for the handicapped. The purpose of this letter is to familiarize you with a project that I believe may be of interest to you because it unites these two interests. The Alliance for Arts Education, a joint project of the John F. Kennedy Center for the Performing Arts and the U.S. Office of Education, is cooperating with several organizations, principally the Joseph P. Kennedy, Jr. Foundation, to present a series of workshops and conferences on Arts for the Mentally Retarded and Handicapped.

A major objective of these workshops and conferences is to illustrate how participation in specially designed, comprehensive arts programs can create an impelling sense of success, achievement and worth in the handicapped child. These conferences further illustrate how participation in arts programs can improve the skills and knowledge which will help these children become more self-reliant individuals.

The first conference at the Kennedy Center in June 1974 brought together participants from throughout the United States to observe successful programs from New York State. A second conference was held in Berkeley, California on January 22-23, 1975. As a result of these conferences, many States have developed programs for mentally retarded and handicapped students which infuse the arts into the core of the educational process.

Due to the success of these conferences, the planning committee requested and was granted additional monies from the Joseph P. Kennedy, Jr. Foundation to establish a National Committee on Arts for the Mentally



Mrs. Gerald Ford
April 30, 1975

Page 2

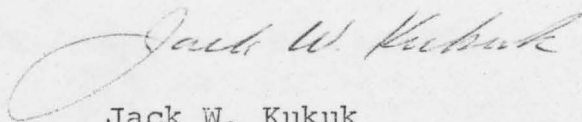
Retarded and Handicapped. The committee has had two very productive meetings chaired by Mrs. Raymond W. Thompson of Seattle, Washington.

I have been requested by the Executive Board to ask you to serve as Honorary Chairperson of the National Committee on Arts for the Mentally Retarded and Handicapped. We feel that your support would enhance and help to assure the success of the project.

If you are willing to serve in this position, I will be happy to meet with you or a member of your staff to discuss possible levels of involvement. Thank you for your consideration of this matter.

Enclosed under separate cover, you will receive supportive information.

Sincerely,



Jack W. Kukuk
Assistant Director, AAE
and Coordinator, Arts
for the Mentally Retarded



ARTS FOR THE MENTALLY RETARDED

and

HANDICAPPED

A Program

Prepared by:

The National Committee -

Arts for the Mentally Retarded
and Handicapped

(Revised - 5/5/75)



MR. THOMPSON

RATIONALE

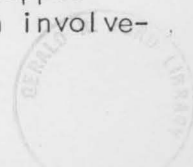
For many years in the field of education, there have been those that have been convinced of the need to bring beauty and self awareness into the often drab and desolate lives of the mentally retarded and handicapped. Those who have conducted "arts" programs for the most part, have had to act independently to try to establish them in schools and institutions. There is now, however, significant research to show that the "arts" process can help mentally retarded and handicapped students in many ways not possible in the traditional educational setting. . .physically, mentally, emotionally and scholastically. To date, very little has been done to identify, evaluate, document and replicate these successful model programs. It is this need that has motivated our program. The committee, co-sponsored by the Joseph P. Kennedy, Jr. Foundation and the Alliance for Arts Education, has attempted to involve top national leadership in the fields of arts education and education for the handicapped. (See Appendix I)

As a direct result of conferences, planning sessions and National Committee meetings, two action oriented model sites have been chosen. They are: 1) the Clark County School District, Georgia, and 2) the Clover Park School District, Washington. Two other sites are now under consideration by the Executive Board. We feel that this will result in the opportunity for handicapped students to become the direct recipients of the program benefits.

PURPOSE: THE GOALS AND OBJECTIVES OF THIS PROGRAM ARE -

Analysis
and
Design

- I. To research and disseminate information regarding curriculum and instruction in the Arts for mentally retarded and handicapped learners.
 - I.1 To research literature and identify successful field activity
 - I.2 To identify and list authorities on the subject
 - I.3 To publish findings
 - I.4 To facilitate communication between persons working in the area of Arts for the mentally retarded and handicapped
 - I.5 To create national awareness of this need through involvement of national leadership



2. To exemplify model Arts programs which successfully may be used with the mentally retarded and handicapped.

- 2.1 Provide immediate contact with children through the model sites
- 2.2 To demonstrate local variations of such models which relate to particular age or minority groups
- 2.3 To identify successful clinicians available to assist model programs
- 2.4 Develop an evaluative design for model programs
- 2.5 Evaluate model programs
- 2.6 Disseminate model program findings
- 2.7 To help prepare in-service training programs for teachers who mainstream handicapped children
- 2.8 To take advantage of teacher clinicians when possible

Implement

3. To increase the number of mentally retarded and handicapped students served by Arts programs by 200,000 per year for five years.

- 3.1 To identify funding to support this effort
- 3.2 To identify organizational support for this effort
- 3.3 To develop and operate staff development programs which will prepare Arts teachers for the mentally retarded and handicapped
- 3.4 To establish state and local achievement quotas which will make the 200,000 pupil, annual, national goal more visible and attainable
- 3.5 To annually disseminate information regarding progress toward achievement of this national goal
- 3.6 To achieve legislative action designed to perpetuate and support Arts programs for the mentally retarded and handicapped

ORGANIZATION

The National Committee for Arts for the Mentally Retarded and Handicapped has the following organizational structure:

THE EXECUTIVE BOARD:

The Executive Board is charged with providing the operational functions for the National Committee and will coordinate the activities of the model sites.

THE NATIONAL COMMITTEE:

The Committee consists of national leaders in education, arts education, education for the handicapped, industry and other organizations concerned with programs for the handicapped. Members will be expected to commit some of the



resources of their organization to help attain the goals and objectives of this program.

PROCEDURE:

1. Members of the National Committee have been identified and appointed.
2. Tasks are being developed for each member organization. Some of the tasks already identified are:
 - a. Identification of arts for the mentally retarded and handicapped programs that currently exist in the participant's area of expertise.
 - b. Providing funds and other resources for the model sites that will become the focal point of the Committee activity.
 - c. Identification of existing funding sources in participant's area of expertise.
 - d. Identification of key personnel now involved in work on arts for the mentally retarded and handicapped, or of personnel who could become involved.
 - e. Identification of legislation that relates to arts for the mentally retarded and handicapped.
 - f. Identification of ways in which cooperation and mutual support between participant's areas and other areas can be achieved.
3. The Committee will meet approximately twice during 1975-76 to review the model sites and tasks being developed relating to the goals and objectives. This should lead to the identification of common goals and areas of strength and weaknesses. Each member representing an organization will be asked to report on the progress of the action plans they developed to meet the goals of the program.
4. The Committee will be charged with the responsibility of disseminating information about the arts for the mentally retarded and handicapped project, the model sites, and the handbook to their own constituents through the publications of the organizations they represent.
5. Member organizations will be asked to include sessions relating to arts for the mentally retarded and handicapped at local, regional and national meetings.



THE MODEL:

Two model sites were selected based on their ability and willingness to aid in the development of a publication on arts for the mentally retarded and handicapped program, which will be produced as a part of this proposal. Sites selected will not receive large grants of money, but attention and resources will be focused on their project. The participating arts and special education organizations and the National Committee will not only provide program planning assistance in the development of the model, but will also assist with extensive dissemination of the project.

PUBLICATION:

Some form of publication will be developed as a part of this proposal. The publication will detail successful, exemplary programs dealing with the integration of the arts process in the education of mentally retarded and handicapped students. A basic curriculum model will be developed along with successful strategies on how to employ the arts process as an humanizing focus for handicapped children. An extensive bibliography of resource materials and listing of successful programs will also be included.

RESOURCE TEAMS:

It is the long range plan of the National Committee to develop future funding to make it possible to provide resource personnel to school districts and state education agencies that exhibit interest in developing arts programs for the handicapped. These resource persons would be skilled and knowledgeable in working with education agencies and have a thorough understanding of the process of arts in general education. This service would make the publications developed by the model sites much more viable.



NATIONAL COMMITTEE

ARTS FOR MENTALLY RETARDED AND HANDICAPPED

EXECUTIVE BOARD

Raymond W. Thompson, Chairman
National Committee
Seattle Public Schools
Administrative and Service Center
815 Fourth Avenue North
Seattle, Washington 98109
206-587-4242

Beverly Campbell, Coordinating Director
Joseph P. Kennedy, Jr. Foundation
1701 K Street Northwest #205
Washington, D. C. 20006
202-331-1731

Jack Kukuk, Assistant Director
Alliance for Arts Education
Kennedy Center
Education Department
Washington, D. C. 20566
~~202-872-0466~~

William Schipper, Project Coordinator
National Association of State Directors
of Special Education
610 E, NEA Building
1201 Sixteenth Street Northwest
Washington, D. C. 20036
202-833-4218

James A. Sjolund, Instructional Specialist
Curriculum Development
Office of the Superintendent of Public Instruction
Old Capitol Building
Olympia, Washington 98502
206-753-6747



MEMBERS OF NATIONAL COMMITTEE - ARTS FOR MENTALLY RETARDED AND HANDICAPPED

Dr. Vivienne Anderson
Assistant Commissioner for General
Education and Curricular Services
New York State Education Department
Albany, NY 12234
518-474-5915

Dr. Wesley Apker, Executive Secretary
National Association of State Boards
of Education
Suite 215-B
2480 West 26th Avenue
Denver, CO 80211
303-477-6333

Dr. Harold Arberg, Director
Arts and Humanities, USOE
Room 4021
400 Maryland Avenue S. W.
Washington, D. C. 20202

Kathryn Bloom, Director
Arts in Education Program
John D. Rockefeller 3rd Fund
50 Rockefeller Plaza
New York, NY 10020
212-765-2323

Dr. Richard W. Cortright, Project Assistant
National Education Association
1201 Sixteenth Street Northwest
Washington, D. C. 20036
202-833-4187

Dorothy Dean, Executive Director
National Information Center
for the Handicapped
1201 Sixteenth Street Northwest
Suite 607E
Washington, D. C. 20036

Dr. Don Erickson, Director
Information Services and Publications
The Council for Exceptional Children
1920 Association Drive
Reston, VA 22091
703-620-3660

Dr. Charles L. Gary, Executive Secretary
Music Educators National Conference
1902 Association Drive
Reston, VA 22091
703-790-8500

Margie R. Hanson
Elementary Education Consultant and
Executive Secretary of the National
Dance Association of the AAHPER
1201 Sixteenth Street Northwest
Washington, D. C. 20036
202-833-5557

Dr. Peg Jones, Associate Director
National Foundation for the
Improvement of Education
National Education Association
1156 Fifteenth Street Northwest
Washington, D. C. 20005
202-833-4402

Fred Krause, Executive Director
President's Commission on Mental
Retardation
Room 2614 ROB 3
Seventh and D Street S. W.
Washington, D. C. 20202
202-245-7634

John Mahlmann, Executive Director
National Art Education Association
1916 Association Drive
Reston, VA 22091
703-620-3855

Dr. Ruth Mondschein, Special Assistant
to Assistant Secretary of Education
Office of Assistant Secretary of Education -
HEW
400 Maryland Avenue S. W.
Washington, D. C. 20202
202-245-6270

Wendell H. Pierce, Executive Director
Education Commission of the States
1860 Lincoln Avenue
Denver, CO 80203
303-893-5200

Anthony Reid, Executive Director
American Theatre Association
1317 F Street Northwest
Washington, D. C. 20004
202-737-5606

Forbes W. Rogers, Executive Director
Alliance for Arts Education
Kennedy Center
Education Department
Washington, D. C. 20566
202-872-0466



Marion P. Smith, President
National Association for Retarded Citizens
1884 Oakdale Main North
Clearwater, FL 33516
813-531-4611

Jean Kennedy Smith, National Chairwoman
Alliance for Arts Education
220 East 62nd
New York, NY 10021

Dr. William C. Wilson, Liaison Coordinator
Coordinating Office for Regional
Resource Centers
1201 Sixteenth Street Northwest
Suite 610-E
Washington, D. C. 20036
202-833-4220

Phyllis Wyeth, Consultant
Arts and the Handicapped
National Endowment for the Arts
2401 E Street
Washington, D. C.
202-634-6020

EX-OFFICIO MEMBER

Edwin W. Martin, Deputy Commissioner
USOE/Bureau of Education for Handicapped
400 Maryland Avenue S. W.
Washington, D. C. 20202
202-245-9661

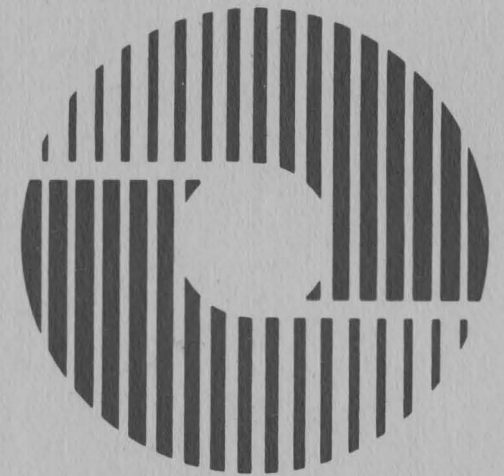


NOTES

9 in Arts

**BUSINESS COMMITTEE FOR THE ARTS
CONFERENCE**

FUNDING FOR THE ARTS



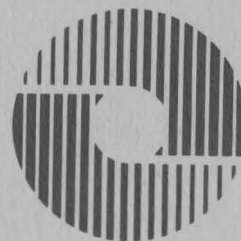
John F. Kennedy Center

for the Performing Arts

Washington, D.C.

October 27, 1975

PROGRAM



BUSINESS COMMITTEE FOR THE ARTS, INC.
1700 Broadway, New York, N.Y. 10019

Enter JFK Center
via Hall of States Entrance

Continental
Breakfast
and Registration Box Tier, Opera House

8:30 - 9:00 a.m.
Conference South Opera Lounge

9:00 - 9:15 a.m. Welcome and Statement of Purpose

Eliot Noyes
Eliot Noyes & Associates
New Canaan, Connecticut

9:15 - 10:45 a.m. Can the needs of the arts
be assessed on a national basis?

Moderator: *Goldwin A. McLellan*
President
Business Committee for
the Arts
New York, New York

Panelists:

Stephen Benedict
Director, Project in the Arts
Council on Foundations, Inc.
New York, New York

Joseph Farrell
President
National Research Center
of the Arts
New York, New York

James F. Harris
Director, Social Responsibility
Research
The Conference Board
New York, New York

Harold Horowitz
Director of Research
National Endowment for the Arts
Washington, D.C.

Roger L. Stevens
Chairman
John F. Kennedy Center
for the Performing Arts
Washington, D.C.
and
Chairman of the Board
University Properties, Inc.
Seattle, Washington

10:45 - 11:40 a.m. Employee Matching Gift
Programs

Moderator: *C. Robert Devine*
Vice President—Public Relations
Reader's Digest Association, Inc.
New York, New York

Panelists:

Richard B. Bessey
Executive Director
Corning Glass Works Foundation
Corning, New York

David K. Case
Assistant Vice President
Shawmut Bank of Boston, N.A.
Boston, Massachusetts

John Pulsipher
Manager, Corporate Support
Equitable Life Assurance
Society of the United States
New York, New York

Samuel J. Silberman
President
Gulf and Western Foundation
New York, New York

11:40 - 12:00 p.m. "How to Expand Employee
Participation in Support
of the Arts

Robert L. Miles
Manager, Public Affairs
General Electric Company
Cincinnati, Ohio

Atrium, Roof Terrace

12:00 - 12:45 p.m. Reception

12:45 - 1:45 p.m. Luncheon and Keynote Speech

Stanley Marcus
Chairman of Executive
Committee
Neiman-Marcus Company
Dallas, Texas

South Opera Lounge

2:00 - 2:30 p.m. Lotteries to Support the Arts

James A. Hagler
Executive Director
International Marketing Institute
Cambridge, Massachusetts

Michael A. d'Amelio
Vice President
Business Committee for the Arts
New York, New York

2:30 - 4:00 p.m. United Funding for the Arts

Moderator: *Michael Newton*
President
Associated Councils of the Arts
New York, New York

Panelists:

Marlow G. Burt
Executive Director
Saint Paul-Ramsey Arts and
Science Council
Saint Paul, Minnesota

Arthur M. Doty
President
The Alcoa Foundation
Pittsburgh, Pennsylvania

John S. Edwards
General Manager
Chicago Symphony Orchestra
Chicago, Illinois

Joseph Meyerhoff
Chairman, Executive Committee
Monumental Properties, Inc.
Baltimore, Maryland

Robert Sakowitz
Executive Vice President
Sakowitz
Houston, Texas

Charles R. Yates
President
Atlanta Arts Alliance, Inc.
Atlanta, Georgia

An Evening at Kennedy Center

Second Tier, Concert Hall

6:15 Cocktail Reception
Chinese Lounge
(adjacent to Second Tier,
Concert Hall)

7:30 Dinner

The Concert Hall

8:30 Symphony of the New World*
Guest Artist, Shirley Verrett

*Performance made possible by
a grant from Exxon Corporation

During the conference, spouses or guests who are not registered for the meeting are cordially invited to join a special tour of the JFK Center beginning at 10:00 a.m. at the Volunteers Office at the Hall of States entrance. Following the tour, the restaurant is available for luncheon.