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THE WHITE HOUSE

WASHINGTON

April 9, 1976

Dear Nancy:

A note of thanks for your totally professional help during Mrs. Ford's visit last week.

You were a Godsend, both in Madison and Milwaukee. Your judgment, your efficiency and your follow-through made the visit come together, and I was extremely grateful for your help.

I hope I have the good fortune to be able to work with you again.

Thanks so much.

Sincerely,



Patti Matson  
Assistant Press Secretary to  
Mrs. Ford

Mrs. James Kaeser  
11444 North ShoreCliff Road  
Mequon, Wisconsin 53092

Arrow:

Lee Thornton w/to  
travel w/ 1st lady to  
Wisc.

Call ~~her~~ re: time, etc.  
↓  
Morene CBS

4/2  
235  
Sally



Reed Coleman -

SUNDAY, April 4, 1976

1:30 Leaves Smith lawn  
2:05 wheels up

3:00 Arrive Madison Airport - Internet'l Guard

4:30 Mrs. Ford will attend reception at the Edgewater Hotel in Madison honoring the eleven Olympic medal winners from Dane County. She will participate in a program and present plaques to the winners. The reception is being sponsored by the Madison Chamber of Commerce.

Reception - shut on  
Casual dress -

Credentialling closes at noon on Friday.

MONDAY, April 5, 1976

10:30 Leave Madison Airport

10:55 Arrive at Milwaukee Airport -- Mitchell Field

(Press should get on bus in Milwaukee)

11:30 Visit Marquette University Campus and have lunch in the student cafeteria.

2:00 Mrs. Ford arrives at the Mayfair Shopping Center. Mall -  
1/2 hr.

3:30 Depart Mitchell Field en route Washington D.C.

bridge across  
brook - she led  
stand on that

6:30 Monday night

Credentialling: John Brean 414/224-9630

cheers & sausage  
Unger

Will be met by kids  
~~Pres~~ Young Republicans at curb side - will  
walk her to Chapel - Comes out at class c/ time -  
To Student Union - Mrs. Ford's line -  
goes to table #4 @ Pres. Ford kids -

For immediate release  
Friday, April 2, 1976

THE WHITE HOUSE  
Office of Mrs. Ford's Press Secretary

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On Sunday, April 4, Mrs. Ford will go to Madison Wisconsin, and on Monday, April 5, she will be in Milwaukee, Wisconsin. Below is a tentative schedule: (Central Time)

Sunday, April 4 - ck-in - 1:30

- P.M. 2:00 Departure from Washington  
3:00 Arrive Madison. Among those greeting Mrs. Ford will be a group of Grand Rapids friends of the First Family who are campaigning for the President.  
4:30 Mrs. Ford will attend a reception at the Edgewater Hotel in Madison honoring the eleven Olympic medal winners from Dane County. She will participate in a program and present plaques to the winners. The reception is being sponsored by the Madison Chamber of Commerce.

Credentialling: 608/249-1848 <sup>Posi</sup> Closes Friday Noon

Monday, April 5

- A.M. 10:30 Leave Madison Airport  
10:55 Arrive at Milwaukee Airport (Mitchell Field)  
11:00 Press board bus in Milwaukee (at Airport)  
11:30 Mrs. Ford will arrive Marquette University Campus for visit and have lunch in the Student Union Cafeteria.  
P.M. 2:00 Mrs. Ford arrives at the Mayfair Shopping Center  
3:30 Mrs. Ford departs Mitchell Field en route Washington, D.C.

Credentialling: John Brean 414/224-9630 Credentialling closes  
5:00 P.M. on Friday

# # #

NOTE: Anyone wishing to travel with the First Lady  
please call Mrs. Ford's press office



# President Ford Committee

229 EAST WISCONSIN AVENUE, MILWAUKEE, WISCONSIN 53202 (414) 224-9630

*Chairman*  
Warren P. Knowles  
Milwaukee

*Vice-Chairpersons*  
Reed Coleman  
Madison

Fred D. Hartley  
Kenosha

Jack B. Olson  
Wisconsin Dells

Sharon Otto  
Milwaukee

Rep. William A. Steiger, M.C.  
Oshkosh

Frank J. Pelisek  
Milwaukee

*Secretary*  
Mrs. R.A. (Sue) Stearn  
Sturgeon Bay

*Controller*  
William A. Bonfield  
Milwaukee

*Chairman, Finance Committee*  
William C. Messinger  
Milwaukee

*Members at Large*  
Henry Anderson  
Milwaukee

C. G. Andringa  
Waukesha

Janice Ayres  
Eau Claire

Walter Baltz  
La Crosse

John F. Bibby  
Milwaukee

Mrs. Rose Brojanac  
Milwaukee

Joseph G. Brown  
West Allis

Rep. Francis Byers  
Marion

Thomas J. Curran  
Mauston

Vivi and Gary Dilweg  
Green Bay

Paul Estrada  
Milwaukee

Mrs. E. Gardner (Jane) Goldsmith  
Milwaukee

Dr. David Grunwaldt  
Kaukauna

Sam Hay  
Elm Grove

Samuel C. Johnson  
Racine

Walter Kohler  
Kohler

John N. Kramer  
Fennimore

William M. Kraus  
Stevens Point

Sen. Clifford Krueger  
Merrill

Quinn Martin  
Milwaukee

John O. Olson  
Lake Geneva

Mrs. Mia Parks  
Hales Corners

Ernest J. Philipp  
Milwaukee

Jack D. Pointer  
Madison

Richard A. Schilffarth  
Elm Grove

Rep. Kenneth Schricker  
Spooner

Branko Terzic  
Milwaukee

Willard T. Walker  
Racine

Darlene Weis  
Greenfield

Bernard C. Ziegler  
West Bend

(The above names are  
part of a growing list  
of supporters)

## PRESS SCHEDULE FOR MRS. BETTY FORD

SUNDAY, APRIL 4, 1976

2:30 to PRESS CREDENTIAL PICK-UP  
4:30 p.m. at Edgewater Hotel, Madison, WI

Madison Press planning to  
cover Mrs. Ford

(Note: Milwaukee credentials will be  
valid for covering Mrs. Ford  
in Madison, but must notify  
Nancy Kaeser at:

224-9630  
347-0505  
241-5811)

3:00 p.m. Mrs. Ford to arrive at  
Madison Airport

Open Press Coverage

4:30 p.m. Mrs. Ford will attend reception  
at Edgewater Hotel honoring the  
11 Winter Olympians from Dane  
County. She will participate in  
a program and present plaques  
to them.

Reception sponsored by the  
Madison Chamber of Commerce

MONDAY, APRIL 5, 1976

8:30 to CREDENTIAL PICK-UP at  
10:30 a.m. General Mitchell Field  
Conference Room  
North end of lower concourse  
for Press wishing to cover  
Mrs. Ford's visit to Milwaukee

10:55 a.m. Mrs. Ford arrives at General  
Mitchell Field





PRESS SCHEDULE FOR MRS. BETTY FORD/ad one

MONDAY, APRIL 5, 1976

- 11:00 a.m. Mrs. Ford departs enroute to  
Marquette University
- Press should board press bus in  
Mrs. Ford's motorcade
- 11:30 a.m. Mrs. Ford will visit with students  
at the Marquette University Campus  
and have lunch in the Student cafeteria
- 2:00 p.m. Mrs. Ford arrives at Mayfair Shopping Center  
2500 North Mayfair Road
- Press should board press bus in  
motorcade upon leaving Marquette
- 3:30 p.m. Mrs. Ford departs General Mitchell Field  
enroute to Washington, D.C.

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CREDENTIALING FOR MRS. BETTY FORD

- Credentials issued for President Ford's visit will be valid for Mrs. Ford's visit
- Additional credentials:
  - Milwaukee: By 5:00 p.m. Friday, April 2nd  
(414) 224-9630  
President Ford Committee Headquarters
  - Madison: By 12:00 noon Friday, April 2nd  
(608) 256-8348  
Chamber of Commerce

PRESS CREDENTIAL PICK-UP - SUNDAY, APRIL 4th

Milwaukee:

8:30 to General Mitchell Field  
10:30 a.m. Conference Room, North end  
of lower concourse

Madison:

2:30 to Edgewater Hotel  
4:30 p.m. Madison, Wisconsin

###

h6  
THE WHITE HOUSE  
WASHINGTON

Patti

Wiscarsen

The photographer  
for the Milwaukee  
paper suggested  
we do the attached.  
They got the freesias  
& I think it  
would be out of  
→

place for us  
to write a  
Thank you note  
for the press.

Do you agree?

Shirley

yes pm

K6

Wisconsin trip

The Edgewater



646 WISCONSIN AVE. AT LAKE MENDOTA

P. O. Box 490

Madison, Wisconsin 53701

DAVID MARTINEAU  
Maître d'hôtel

Area Code 608  
256-9071, Ext. 122

When you get  
time - write  
a note to  
Toni

BAUMGARTNER  
(Milw)

Usingers  
Sausage Company  
and thank him  
for the package  
of wieners &  
cold cuts for  
the press bus -  
Thank  
Sherm

*Shaila*  
*@ White House*

March 26, 1976

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

Dear Pretty Lady:

You were fantastic. Our friends had a wonderful time, and I enjoyed seeing you again.

The President's letters to our Florida "Victory Plane" people were fantastic. The President's personal invitation to Joan and me to travel with you to the Kansas City Convention is even greater! You can't imagine how excited we are to be with you at a National Convention...

We are working hard in Wisconsin, and with the support we have asked from certain people, I might need you to help us Monday. We are going in with motor homes, motorcycles, airplanes, private planes, boats, horses and buggies, trucks, CB radios, etc. Many of us will stay through Tuesday, and see you on Monday.

Maury DeJonge is helping with the writing out here, and hopes to be able to talk with you on Monday. I told him that you might allow him a picture or two, and a short interview. If he really does a good job for us here in town. The "Pooh" didn't do so bad did he?

We are on our way...our first meeting tonight. Don't worry about Wisconsin.

Cordially,

Peter

PFS/jh

Maury is an old but damn good friend. The Prez is aware of his help and he needs 10 minutes in Madison Wis on the 4<sup>th</sup>. Please. Pete

S

Cheryl Warren - Office  
King of State Headquarters  
in Milwaukee

Auto accident - has had  
some complications -

Still phoning from Hospital bed  
In Madison General Hospital -

5 minutes - 9:30 AM.

Very surprised, "Are you really serious?"  
Happy that her candidate  
she started out with doing  
so well.





## BACKGROUND

Mrs. Ford's trip to Wisconsin,  
Chapel Dedication to St. Joan of Arc at Marquette University,  
April 5, 1976

The chapel dedicated to St. Joan of Arc at Marquette University served the people in the French village of Chasse for more than five centuries. Historians estimate it was built in the 15th century and perhaps prior to that.

It was acquired in 1926 by Gertrude Hill Gavin, daughter of American railroad magnate James J. Hill. It was moved stone by stone in 1927 to Mrs. Gavin's 50-acre estate in Long Island. Reconstruction plans were carried out by John Russell Pope, the architect who planned the National Gallery in Washington, D.C., and the Frick Museum in New York.

In 1962 the Gavin estate became the property of Mr. and Mrs. Marc B. Rojzman, who donated the chapel to Marquette University. The dismantling of the chapel on Long Island began in June 1964 and required nine months. A fleet of trucks, each truck carrying 40 thousand pounds, brought the chapel stones to Milwaukee and reconstruction on the chapel started in July 1965. It was dedicated on May 26, 1966. According to Marquette University, the chapel is the only Medieval structure in the Western Hemisphere dedicated to its original purpose.

# # #

fran

MANIFEST

4/5/76

Madison to Milwaukee

<u>name</u>	<u>organization</u>	<u>address should be billed to</u>
SHERA GESSERT	NEWSPAPERS, INC. (PHOTO DEPT)	333 W STATE MILWAUKEE, WI 53201
Ketil Reimers	WTMJ INC.	720 E. Capital Milwaukee, WI 53201
John McCulloch	WTMJ INC.	720 E. Capital Milwaukee, WI 53201
Robert L. Miller	Newspapers Inc. Photo Dept	333 W. State St. Milwaukee, WI 53201
Dorothy W. Austin	Milwaukee Wis	918 N 4 ST. Milwaukee Wis. 53201
MARILYN GARDNER	MILWAUKEE WIS	53201
Lee Thornton	CBS NEWS	2020 M ST NW WASH, DC

manifest

4/4/76

Wash to Madison

Lee Thornton



FORD FRIENDS TO VISIT WISCONSIN

GRAND RAPIDS, MICH.-----As many as ~~250~~ Grand Rapids Friends of President Gerald R. Ford will pay a neighborly visit to Wisconsin this weekend to say hello, shake hands, and do some people-to-people politicking for their old friend Jerry.

The volunteer organization who call themselves "Friends of the ~~Ford~~ <sup>FIRST</sup> Family", will travel by automobile and motor home ~~caravan~~ <sup>CONVOY</sup>, fly in in charter planes, scheduled airlines and some private aircraft.

The group of enthusiastic amateurs will make what they call "scatter blitz" stops throughout their entire route, and will hand out buttons, badges, and seedling Michigan Pine trees ~~in~~ appropriately labeled "Grow with President Ford".

In addition, three-to-four foot Michigan Pine trees will be presented to the Milwaukee Zoo, and to officials in Waukesha, Pewaukee, Ft. Atkinson, Oconomowoc, and Madison.

All the Michigan visitors who are arriving by various modes of transportation will converge at Mitchell Aero Inc. facilities at the Milwaukee area's Michell Field, Saturday morning at 11:00 (EST) where they will be met by buses and a band provided by the Wisconsin ~~COP~~ <sup>PFC</sup>. President Ford's brothers Tom and Dick will be in the traveling group, and there is a possibility that Betty Ford may be able to join the group ~~sometime during the two day swing.~~ <sup>Sunday in Madison</sup>

In addition to the planned activities in the cities along the route, the traveling caravan will be using a new technique they call "scatter blitzes". On a given signal relayed throughout the CB radio controlled ~~caravan~~ <sup>CONVOY</sup>, the entourage will stop and just scatter in all directions shaking hands, saying hi, passing out buttons, <sup>5000</sup> seedling trees and generally trying to spread good will for the man they are supporting for President--Jerry Ford.



FORD FRIENDS TO VISIT WISCONSIN (continued)

Starting in the Milwaukee area on Saturday, the group will campaign toward Oconomowoc where they will spend the night at the Olympia Princess Lodge, where a barbeque and ~~dance~~ <sup>Polka Party</sup> has been scheduled. Sunday morning the group will split up for church services then regroup and campaign in convoy to Madison. They are scheduled to leave Wisconsin for the return trip to Michigan approximately 5:00 p.m.

In addition to homemade hats, ~~sweaters~~ <sup>SIGNS</sup>, etc, proclaiming their support for President Ford, one Grand Rapids ~~Republican who is~~ <sup>NEIGHBOR</sup> (also an announced candidate for Congress) will be driving a memorabilia wagon that will be filled with everything surrounding Gerald Ford's political campaigns from 1948 to the present.

The Michigan group will be made up of all ages including High School age Republicans, and will be considerably larger than the group of 91 Ford Friends who chartered a plane a month ago and flew to Florida for a weekend of campaigning that some Ford staffers say was instrumental in helping to turn that state's primary into a resounding Ford victory.

###

Holland-M,

15 yr

Tulip

Bulbs





# Local Ford Boosters Taking Another Show on the Road

By Maury DeJonge

Grand Rapids supporters of President Gerald R. Ford will take another show on the road April 3, this time to boost their candidate in the April 6 Wisconsin primary.

The idea once again is the brain child of Peter Secchia, local business executive and friend of the President. The plan was discussed and approved in the White House Wednesday night by Ford while Secchia and his wife, Joan, were there for dinner.

The first effort by area Republicans was the Feb. 21-22 trip to Florida where 91 persons campaigned for Ford in a 24-hour blitz of five cities.

Next month's visit will be something of an extravaganza, Secchia said. The group will be joined along the way by First Lady Betty Ford, son Jack and daughter Susan.

A motor caravan will leave Grand Rapids about 7 a.m. April 3, Secchia said. It will consist of automobiles, motor homes, motorcycles and just about everything else with wheels and a motor.

Even horses will be taken along in special trailers to be used in parades in cities along the shoreline of the dairy state.

At about 9 a.m. the same day, a charter airplane will leave Kent County Airport for the Milwaukee-Racine area and another group of persons will take off in small private aircraft. "We call that phase of the operation a 'fly-in,' Secchia said.

It has not been determined where the Ford entourage will begin the campaign swing, nor is it known at what point Mrs. Ford and the two Ford children will join the group. Tentatively, the cities to be visited include Milwaukee, Racine, Sheboygan, Kenosha and Madison.

"Mrs. Ford will arrive in Wisconsin



AP Photo

PRESIDENT FORD boards helicopter for a lift to his waiting plane at Andrews Air Force Base and a campaign swing that will include two days in California, followed by a stop in Wisconsin.

don't know how long she will stay, although I plan to stay in Wisconsin until we know Ford is the winner," he added. Others from the caravan plan to stay on through April 6, although some will return April 4.

Secchia said he is hopeful that about 200 persons will take part. "We are encouraging whole families to take part."

Some of the group will camp on a large dairy farm in Southwest Wisconsin the night of April 3 and a huge barn dance is planned that evening.

He said it is important to note that the President himself "asked for our help."

Several meals will be provided by

## The Grand Rapids Pr

Friday, March 26, 1976

Grand Rapids,

## Details Set for Area Group's Wisconsin Blitz

Details are set for area Republicans to assist next weekend in President Gerald R. Ford's Wisconsin primary election campaign.

Peter Secchia, local business executive and close friend of the President, said his committee met Friday night to complete details of the trip which is open to anyone who wants to go.

The motor caravan will leave at 7 a.m. April 3 from the Hospitality Inn. Those persons traveling by chartered bus will be required to pay the \$25 round-trip charge.

A chartered Convair 580, which seats 48 passengers, will leave at 10:30 a.m. from Kent County Airport, landing in Milwaukee. Those desiring to fly will be asked to make contributions, and the plane rental will be paid by the President Ford Committee.

The aircraft will return to Grand Rapids 5 p.m. Sunday night. The motor caravan will leave Wisconsin at 4 p.m.

Secchia said the local delegation will work in south Milwaukee and various other communities between Milwaukee and Madison, Wis.

Workers who prefer camping out in tents will be accommodated in the Lake Geneva area. Motel accommodations can be reserved by calling 458-1980, a special telephone line hooked up for this purpose only, from 9 a.m. to 5 p.m.

Alternate number is 454-1776, although reservations can be made with individuals serving on the special committee. They are Beth Fant, John Damstra, Hal Walton, Jeff Davis, John K. Boerema, state Sen. Robert VanderLaan, Dave Mehney, Fred Gebauer and Bee Isselhardt.

The group will pass out Michigan White Pine seedlings to officials in cities to be visited.

Betty Ford will arrive in Wisconsin Monday to campaign for her husband and is scheduled to meet with the Grand Rapids group. The trip was planned at the request of Ford who had Secchia and his wife as dinner guests at the White House Wednesday night.

THE WHITE HOUSE  
WASHINGTON

Con Waven  
521-1664

Harry Radcliffe  
CBC

296-1234

Mark Rosenberg  
966-3646



From the desk of . . . .

4/2/76

ROSEMARIE DEXTER  
ADMINISTRATIVE SECRETARY

TO: PATTI MATSON - PRESS SECRETARY/MRS. GERALD FORD

The following MEDIA telephoned the Chamber office after  
the cutoff deadline of Friday, April 2nd, 12:00 Noon:

1. Mr. William (Bill) Finney (Called @ 2:00 p.m.)  
WIBU/WLVE (Radio) Indicated he did not receive  
Poynette communication relative to  
608/635-4532 or 635-4114 deadline date and time)
2. Mr. Mike Hogan (Unable to call until 2:30 p.m.)  
WHA-TV (Channel 21) PBS (TV) Covering Ford campaign in  
263-2121 Milwaukee, WI)
3. Judy Neumann (Called at 4 p.m., indicating  
WTSO (Radio) this was her first opportunity  
274-1070 to call back - she had called  
the Chamber after 5 p.m. on  
Thurs., Apr. 1 and was told  
to call back today (Apr. 2).  
Non-Chamber staff answered  
phone while using equip. at  
Chamber for a school project  
and advised her to call today -

4/2/76

GREATER MADISON CHAMBER OF COMMERCE  
615 East Washington Avenue  
P. O. Box 71  
Madison, Wisconsin 53701



GERALD R. FORD LIBRARY

The item described below has been transferred from this file to:

X Audiovisual Unit  
       Book Collection  
       Ford Museum in Grand Rapids

Item: 6 8" x 10" BW photos of BF in Wisconsin  
4/4-5/76  
Sherman Gessert The Milwaukee Journal

The item was transferred from: Weidentfeld Bros 23  
4/4-5/76 Wisconsin (11)

Initials/Date lit 3/76