

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
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001. resume	[Personally Identifiable Information] [partial] (1 page)		b(6)
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COLLECTION:

Clinton Presidential Records
First Lady's Office
Maggie Williams (Correspondence)
OA/Box Number: 17603

FOLDER TITLE:

[Correspondence from 1993]: R

2013-0359-S
ds476

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
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b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

THE WHITE HOUSE

WASHINGTON

May 7, 1993

Ms. Ashley L. Raines
7774 Willow Winds Court #234
Dallas, Texas 75230

Dear Ms. Raines:

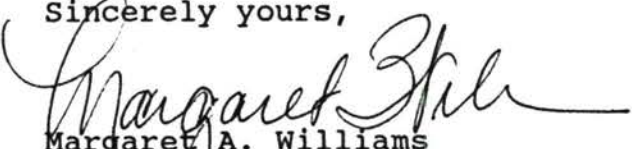
Thank you for your résumé and thoughtful letter expressing interest in working for the Clinton Administration.

It is gratifying to hear from people like you who want to use their qualifications and experience to make a difference for our country.

I have passed your letter and résumé on to the Office of Personnel for their consideration.

With all best wishes,

Sincerely yours,



Margaret A. Williams
Chief of Staff to the
First Lady

March 28, 1993

Ashley L. Raines
7774 Willow Winds Court
#234
Dallas, Texas 75230

Dear Ms. Raines:

Thank you for your resume and thoughtful letter expressing interest in working for the Clinton/~~State~~ Administration.

It is gratifying to hear from people like you who want to use their qualifications and experience to make a difference for our country.

I have sent along your letter and resume to the Office of Personnel for their consideration.

With all best wishes,

Sincerely yours,

March 4, 1993

*Give -
nice note -
from me
saying
passed resume
on to personnel*

Hillary Clinton
c/o Maggie Williams
Chief of Staff - First Lady
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Mrs. Clinton,

As an Arkansan, I am proud to submit my strong interest to you for consideration of a position in the Clinton/Gore Administration in Washington D.C. I will graduate from Southern Methodist University in May 1993 with a Bachelors of Business Administration in Finance. My mother, Linus Raines, General Manager of Arkansas' Excelsior Hotel, provided me with your name to request assistance in pursuing my goal to be a part of the new Administration.

I was fortunate enough to have been chosen to be one of ten college students throughout the United States to have a summer Internship at Stephens Inc. in Little Rock last summer. During my Internship in the Research Department, I proved my financial abilities by assisting securities analysts in preparing research reports, spreadsheets and utilizing high-level communication skills by reviewing and analyzing investment data transmitted via national conference calls. I also created a daily report that was made available to all brokers in the Little Rock area on Duff & Phelps stock rating changes. This experience helped me realize the abilities I have to contribute in many areas of the business field with the flexibility to adapt to challenging environments.

As President of a Professional Business Fraternity at SMU, I have been able to develop my leadership, communication and organizational skills. I have been faced with many challenging situations in which I learned to delegate responsibility and to teach the other officers and members responsibility and the importance of follow-up when given a task.

I have already developed a strong work history and work ethic by working my way through school since the age of 14 because I have been committed to receiving the best education possible. When I believe in something strongly, as I do the Clinton/Gore team, I work to improve its image to outsiders while also increasing my own knowledge and career opportunities.

I have expressed my interest and would like to be seriously considered for a position in the Clinton/Gore Administration in Washington D.C. in a public liason capacity or where you feel I am best suited. I want to be a part of the committment Clinton represents. I have enclosed my resume and four response letters from key administration staff. I would be delighted to provide you with any more information such as additional references. Thank you for giving me an opportunity to pursue what I believe is contributing toward the success of the future of our country.

Sincerely,


Ashley L. Raines

ASHLEY LINUS RAINES

7774 Willow Winds Court #234
Dallas, Texas 75230
(214) 363-2556

12 Windy Court
Little Rock, AR 72207
(501) 225-2831

EDUCATION

Southern Methodist University, Dallas, Texas
Bachelor of Business Administration in Finance, May 1993

WORK EXPERIENCE

Southern Methodist University, Dallas, Texas
Edwin L. Cox School of Business, Work/Study Program. Student Assistant to Director of Marketing and Administration for the Executive M.B.A. Department. Responsible for managing database operations, international module planning, and admissions facilitator.
August 1991- Present

Stephens Inc., Little Rock, Arkansas
Summer Intern in the Research Department. Assisted Securities Analysts in preparing research reports and spreadsheets. Utilized high-level communication skills by reviewing and analyzing investment data via conference calls. Created a daily report available to all brokers on the Quotron in the Little Rock area on Duff & Phelps rating changes as well as a monthly update of Economic data to all Stephens brokers. *Summer 1992*

Southern Methodist University, Dallas, Texas
Edwin L. Cox School of Business, Work/Study Program. Student Assistant to Executive Education Department. Proven ability to effectively communicate with CEO's of major corporations in Texas and assisted administratively with the Human Resource Roundtable.
August 1989 - May 1991

Worthen National Bank of Arkansas, Little Rock, Arkansas
Participated in Student Teller Program. *Summer and Christmas 1990 and Summer 1991*

The Limited, Inc., Little Rock, Arkansas
Sales Associate. *October 1987 - August 1989*

Mount St. Mary Academy, Little Rock, Arkansas
Work/Study Program. Student Assistant in the Administrative and Development offices.
August 1986 - May 1989

Arkansas' Excelsior Hotel, Little Rock, Arkansas
Clerical Assistant in the Personnel and Sales offices. *June 1986 - January 1988*

ACTIVITIES AND AWARDS

Alpha Kappa Psi Professional Business Fraternity President and Vice President
Who's Who Among American Colleges and Universities
Program Council Accounting Director and Finance Director
Business Associates Mentor Program
Accounting Club
Certified Coach for the International and Arkansas Special Olympics

SKILLS

Strong verbal and written communication skills, great presentation skills, and fluent in database, spreadsheet, and numerous software applications

REFERENCES

Available upon request

MACK McLARTY

LITTLE ROCK

December 9, 1992

Ms. Ashley L. Raines
12 Windy Court
Little Rock, Arkansas 72207

Dear Ashley:

It was a pleasure to receive your letter and resume. I am glad that your mother referred you to me. It is clear that in a very short period of time you have achieved a number of significant accomplishments and I am sure that you could make a real contribution to the Clinton administration.

I am forwarding your resume to the members of the Transition Team focusing on financial related matters. I am also including my recommendation that they find a suitable position for you. I will, in due course, follow-up to ensure that appropriate consideration has been given to your resume.

One of the most rewarding aspects of my current position has been the opportunity to receive and review resumes from people like you who are committed to helping the new administration. I only hope that we can live up to your expectations.

Personally,

Mack McLarty

MMcL:jk

MCL91

Ashley -

(you are obvious)

an outstanding

young person with

a bright future ahead

of you.

THE WHITE HOUSE
WASHINGTON

February 4, 1993

Ms. Ashley L. Raines
12 Windy Court
Little Rock, Arkansas 72207

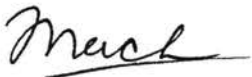
Dear Ashley:

Sherman Tate has forwarded your resume to me for review. I appreciate your interest in a position with the Clinton/Gore Administration. I have taken the liberty of forwarding your resume to the White House Personnel Department, and you can be sure it will receive full consideration.

Your enthusiasm for the Clinton/Gore Administration is shared by me, and I am confident the President will provide strong leadership for our country.

Again, thanks for your interest.

Personally,

A handwritten signature in cursive script, appearing to read "Mack", followed by a horizontal line.

Mack McLarty
Chief of Staff to the President

Office of the President-Elect
and Vice President-Elect

January 12, 1993

Ashley L. Raines
7774 Willow Winds Court #234
Dallas, TX 75230

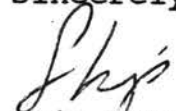
Dear Ashley,

Thanks so much for your letter and your interest in being a part of the Clinton administration. We have forwarded your resume to Washington where our people are beginning to help President-elect Clinton sort through the many who have offered to help build a better country.

The recent election has proved that Americans want real change and a government that responds to their concerns. As Bill Clinton begins to build his administration he will reach out to people all across America to help him. I know that we will play an important role in shaping a caring government that works for real people.

Thanks again for your offer to help President-elect Clinton.

Sincerely,



Skip Rutherford
Co-Director Arkansas Affairs



Mary Anne Salmon
Co-Director Arkansas Affairs

SR/MAS:ckp

Office of the President-Elect
and Vice President-Elect

December 9, 1992

Ms. Ashley Linus Raines
12 Windy Court
Little Rock, AR 72207

Dear Ms. Raines:

Thanks for your letter. Rest assured that I've had it entered into the system.

I can't tell you how wonderful it is to have captured the White House after all our years of frustration. Now it is time for us to redeem our promise of hope and change to the American people.

I hope it will be possible for you to join Bill Clinton in this noble undertaking.

Best regards,



Eli J. Segal
Chief Financial Officer

EJS/ddl

Give my best regards to your mom!
EL

THE WHITE HOUSE

WASHINGTON

May 7, 1993

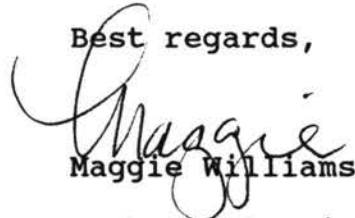
Mr. Mark Real
Children's Defense Fund
52 East Lynn Street
Suite 400
Columbus, Ohio 43215

Dear Mark:

Thanks for your nice note. I was hoping to get a chance to see you at the conference, but like most of my plans these days, it just didn't happen.

I hope you are well and happy.

Best regards,


Maggie Williams

P.S. Evelyn says she will write you her own note as soon as I let her out of her cage.

March 19, 1993

Mark Real
Children's Defense Fund
52 East Lynn Street
Suite 400
Columbus, Ohio 43215

Dear Mark:

Thanks for your nice note. I was hoping to get a chance to see you at the conference, but like most of my plans these days, it just didn't happen.

I hope you are well and happy.

Best regards,

P.S. Evelyn says she will write you her own note as soon as I let her out of her cage.

Children's Defense Fund - Ohio

52 East Lynn Street, Suite 400
Columbus, Ohio 43215-3508

Telephone (614) 221-2244
Fax (614) 221-2247

DEAR LORD
BE GOOD TO ME
THE SEAS IS SO
WIDE AND
MY BOAT IS
SO SMALL



Mark Real
Director

Mary Lazarus
Community Volunteer

Robin Harris
Writer/Researcher

Chris Stoneburner
Early Childhood Advocate

February 25, 1993

Margaret Williams, Chief of Staff
Office of The First Lady Hillary Rodham Clinton
White House
Washington, DC 20500

Dear Maggie,

Congratulations on being named Chief of Staff. It's great to know that your values (and sense of humor) are helping Hillary blaze new trails.

I hope you are also able to find a house with a yard or garden, Kansas City style. And, feel free to slip away to Cleveland or Columbus anytime. We're also opening a Cincinnati project this spring

Maggie, I wish you the very best. Please say hello to Evelyn.

With warm regards,



Mark Real

THE WHITE HOUSE

WASHINGTON

June 2, 1993

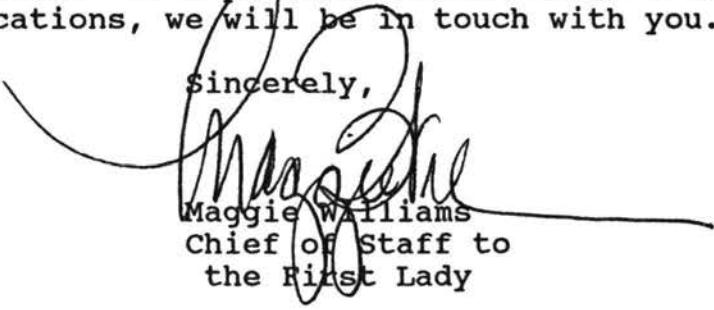
Ms. Ollye S. Reynolds
13516 Virginia Willow Drive
Fairfax, VA 22033

Dear Ms. Reynolds,

Thank you for your letter and expression of interest in working for the Clinton Administration. We are pleased to know that so many talented people are anxious to be a part of the team.

I have passed your resume on to the White House Personnel Office for consideration. If a position should arise that matches your qualifications, we will be in touch with you.

Sincerely,



Maggie Williams
Chief of Staff to
the First Lady

Forward
to WH
Personnel

13516 Virginia Willow Drive
Fairfax, VA 22033
May 9, 1993

The Honorable Maggie Williams
Chief of Staff to the First Lady
The White House
1600 Pennsylvania Avenue
Washington, D. C.

Dear Ms. Williams:

Congratulations to you and the staff of the First Lady in doing a great job during the first 100 days! Obviously, you are indispensable in the ongoing success of the Clinton administration.

I need your help. I am hoping to obtain a position in the Department of Education as Deputy Director for Elementary and Secondary Education (or a similar position) and would like you to advise me on how to be named on the list for an interview.

I have sent applications both to the Honorable Bruce Lindsey, Director of Personnel for the White House, and the Honorable Richard Riley, Secretary of Education. I am enclosing a resume for you.

I have political support (expressed to Bruce Lindsey) from Sen. Wendell Ford and Congressman Romano Mazzoli, both of Kentucky (my native state and former home); Sen. Charles Robb and Lt. Gov. Don Beyer, both of Virginia (my present home); and the Director of the American Association of University Women. Also, please feel free to contact Congressman William Natcher of Kentucky (my home state) for any questions about me.

I am also enclosing herewith a portfolio of a few of my publications. As you can see from my resume, I have broad experience in education and have taught on all levels from pre-school through senior college. I have also directed the country's largest Head Start program in Eastern Kentucky. Besides a Master's degree in English from Ohio University, I have just completed a Master's degree in Educational Leadership from George Mason University.

Thank you so much for your help.

Sincerely,


Ollie S. Reynolds (Ms.)

Withdrawal/Redaction Marker

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COLLECTION:

Clinton Presidential Records
First Lady's Office
Maggie Williams (Correspondence)
OA/Box Number: 17603

FOLDER TITLE:

[Correspondence from 1993]: R

2013-0359-S
ds476

RESTRICTION CODES

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OLLYE SNOW REYNOLDS (Ms.)

13516 Virginia Willow Drive, Fairfax, VA 22033, (703) 689-9718,

(b)(6)

Cool J

POSITION OBJECTIVE

A managerial/administrative or related position in government.

PROFESSIONAL EXPERIENCE

Administration – Director of two five-county Head Start programs, one county program, technical librarian, qualifications for high school principal. Supervisor of 100+ employees in Head Start and library. Experience in problem-solving, employee relations, goal setting, in-service training, delegation of work.

High School Teaching – Vienna, VA; Herndon, VA; Chantilly, VA; Ocala, FL; Lexington, KY. 9th through 12th grade and all levels (basic, regular, advanced) English and 10th grade biology

Junior High School Teaching – Reston, VA; Lexington, KY; 7th and 8th grade English

College Teaching – University of KY, West Liberty State College, Brescia College, Eastern KY University, Ohio University (graduate ass't). Variety of courses (freshman through senior)

Other – Office clerk, writer for College News Bureau, self-employed in editorial service

EDUCATION

George Mason University, Fairfax, VA 22030. M. Ed. in Educational Leadership, May, 1992. GPA: 3.8. Courses in school law, school/community, personnel, administration, research, supervision and leadership

Ohio University, Athens, Ohio. M.A. in English, Jan., 1963. Teaching assistantship

Berea College, Berea, KY. B.A., English, minor in biology. Upper 10% GPA, June, 1961

Russell County High School, Russell Springs, KY. 1956, Valedictorian

Additional Study – Birmingham University in England, Eastern KY University, Western KY University, Morehead State University, University of KY, Transylvania University, University of North Carolina – Greenville, Kentucky Wesleyan College

SKILLS

Excellent written and verbal communication skills (over 20 years teaching English).

Ability in journalism reflected in several types of published articles (also, coursework in technical and creative writing). See portfolio.

Ideas for developing special activities in addition to fulfilling basic assignments. "Poetry Alive" performing group and "Canterbury Tales – Herndon Style" were original ideas of mine that turned into large group participation in large suburban high schools.

Ability to research and analyze.

A variety of techniques for motivating people.

Experience in organizing time and projects.

Experience in supervision of employees, setting goals, articulating policy, organizing time.

Problem-solving and decision-making strategies.

OLLYE SNOW REYNOLDS – page 2

SKILLS (continued)

Use of word processing (WordPerfect, Easy Writer), dBase, Lotus 1-2-3, other computer software.

Experience teaching "English as a Second Language" (12 hrs. Spanish plus reading and linguistics courses)

Community service – founder of book clubs, work with Boy Scouts and sports groups.

HONORS Seabury Fellowship to study at Shakespeare Institute (University of Birmingham), Stratford-on-Avon, England

Graduate Teaching Assistantship, Ohio University, Athens, Ohio

Phi Kappa Phi National Honor Society

Beta Beta Beta National Biological Science Honor Society

Twenty Writers, competitive creative writing group

Featured speaker, National Head Start Convention, New York City, 1967

Listed in Personalities of the South, 1983

Selected to participate in Shakespeare Institute, Folger Library, Washington, D. C., 1989

Winner of Honeywell Grant, 1989

Recipient of Washington Post Grant, 1989

PUBLICATIONS

Articles – "Dramatic Readings Across the Curriculum," Virginia English Bulletin, VA Association of English Teachers, Blacksburg, VA, 1989.

"Functional Gothic of Flannery O'Connor." Southwest Review. Southern Methodist University. Texas. Fall, 1963.

"Wooden Thread Spools, Now Collectibles." The Spinning Wheel, 1977.

"Kentucky Tawk." Kentucky Monthly. Lexington, KY, April, 1982.

"Tribute to Louise Ward Seabury." Berea Alumnus, Berea, KY, 1970.

"The Christmas Tree Hunt" and other stories. 1987 Women's History Month Publication.

"Christmas across the Swinging Bridge." Winner, "Christmas Memories" contest, Dec., 1987.

Anthologized Article – "Functional Gothic of Flannery O'Connor" in American Short Fiction, Bowen and VanDerBeets, Eds., Bobbs Merrill, 1976.

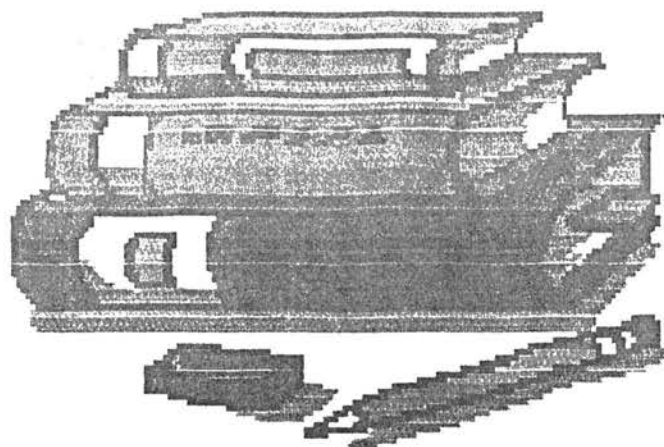
Archived Manuscript – The Sour Mash Crazy Quilt and Other Historic Kentucky Quilts. Folklife Archives, Kentucky Building, Western KY University, Bowling Green, KY

REFERENCES Sent upon request from Career Planning and Placement Office, 185 Lindley Hall,
Ohio University, Athens, Ohio 45701-2979, PH. (614) 593-2909.

Mrs. Jan Engles, Minister to Children
103 W. Columbia Street
Columbia Baptist Church
Falls Church, Virginia
Ph. 703-534-5700

Mrs. Carol Soderquist, Director, World Friends
103 W. Columbia Street
Columbia Baptist Church
Falls Church, Virginia
Ph. 703-534-5700

Sr. Mary Ruth Gehres, President
Brescia College
Owensboro, KY
Ph. 502-685-3131



PORTFOLIO

Ollie S. Reynolds

**13516 Virginia Willow Drive
Fairfax, Virginia 22033
(703)689-9718**



A Bluegrasspeak Primer

[or]

How to Tawk Kin-Tuckee

A beginner's glossary, for visitors to the Commonwealth

Every year about this time, Lou-uh-vul is invaded by a lot of furriners who think they're in 'Lou-ee-ville', and who don't really know how to speak the native language. As a public service, *Kentucky Monthly* presents this guide to some words and phrases peculiar to Kentuckian:

a Kentuckian—anyone who loves to run barefoot through the bluegrass alongside his thoroughbred horse while dribbling a basketball with one hand and holding a mint julep (which see) with the other.

allus—always. *Allus stand up when you hear "My Old Kentucky Home."*

behind the door—before birth. *That old house burned while you was still behind the door.*

bob wair—wire with little knots in it, used for fencing, especially for temporary fencing or as an extra measure to keep a bull in a pasture. *Herman used a bob wair fence but Ferdinand II busted loose anyways.*

borry—act of taking possession, often permanently. *Don't borry if'n you can't pay back.*

car porch—structure built as a carport but often used as a porch, fashionable as a sitting area for the afternoon. *Zelma bought new lawn furniture for her car porch.*

coon hunter—anyone who likes to tell tall tales, demolish a six-pack of beer, and listen to hound dawgs on Saturday night so as to be too tired for church the next morning.

down the road a piece—a unit of measurement, the precise meaning of which depends on the circumstances. *Nola came to visit and I walked down the road a piece with her.*

dreckly—soon. *I'll see you dreckly.*

farplace—a wintertime necessity that either burns or freezes your extremities, depending on which way you're facing.

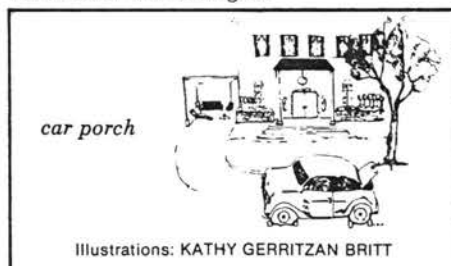
fokes—a term of half-intimacy, half-formality used especially by Baptist preachers. *You fokes have a nice baptistry here.*

founder—to turn one's self into an animal that feeds excessively. *Did you founder yourself at the birthday dinner?*

Frederica Street—a street name in Owensboro that indicates a person's degree of acquaintance with the town. A newcomer calls it Frederica, then FRED-rica, and then finally, as an established resident, FREDica.



fuss—a disagreement ranging from a minor quarrel to an international war. *Should we get into a fuss with the Eyera-nians over the hostages?*



hawk-killin weather—fall weather cool enough so fresh-butchered pork won't spoil.

house moss—dust that collects under furniture in older people's homes. Used diapers or Chihuahuas usually collect under furniture in younger people's homes.

like to—almost. *I like to died when I heard I won the contest.*

mater—tomato. *I'm gonna pick them maters to can.*

mint julep—shorest way to louse up good Kentucky bourbon by puttin green leaves in it.

nary—none. *Hain't nary a house between mine and hisn.*

preach his funeral—a vituperative diatribe against an enemy in hopes of achieving the same effect as voodoo. *That woman was preachin that doctor's funeral because he told her those were birth control pills and they was only saccharin.*

red-eye gravy—ham drippings and coffee combined to ladle on bread so you have to lift fast and eat before it falls through the crust.

salet—greens for cooking, such as kale, mustard, or poke. Much liked by growing boys because it sounds better than spinach.

sangin—the activity for which Loretta Lynn is famous. *I was sangin as soon as I was tawkin.*

sop—see red-eye gravy.

summers—approximately. *That kid was summers around 12 'fore he larned the meanin' of 'no'.*

sweet milk—a classification that includes whole, skim, lowfat, condensed, evaporated, and dried. For Kentuckians, the only classifications of milk are sweet and sour. *Hollis drank so much sweet milk I decided to give him vinegar.*

taters—potatoes, knotty looking crop to be planted in the full of the moon and dug at the new moon.

thowed up—vomited. *She thowed up all them green apples.*

Versails—a non-French town just outside of Lexington.

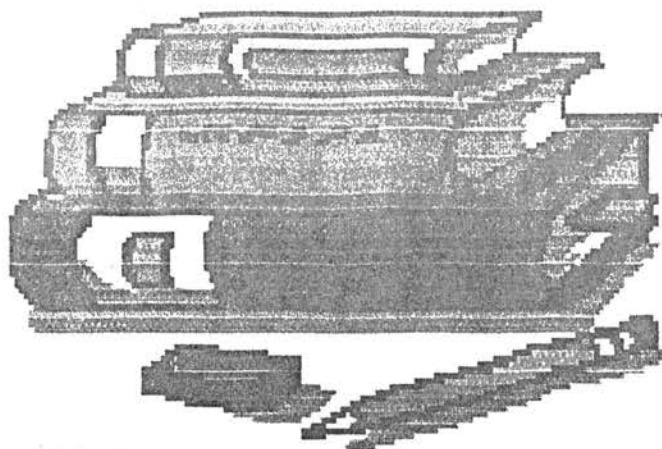
whuppin—woodshed visit by smart-aleck youngun, parent, and stick.

woodshed—an obsolete outbuilding located on farms but now highly desired by city fokes who've installed wood-burning stoves. Now used on farms for storage of fertilizer or for living quarters for a cat family. Immortalized in books as the location of whuppins.

you all—plural of you. *You all come back and see us when you all larn to tawk rite.*

OLLYE REYNOLDS is a free-lance writer living in Lexington. She teaches English part-time at the University of Kentucky.

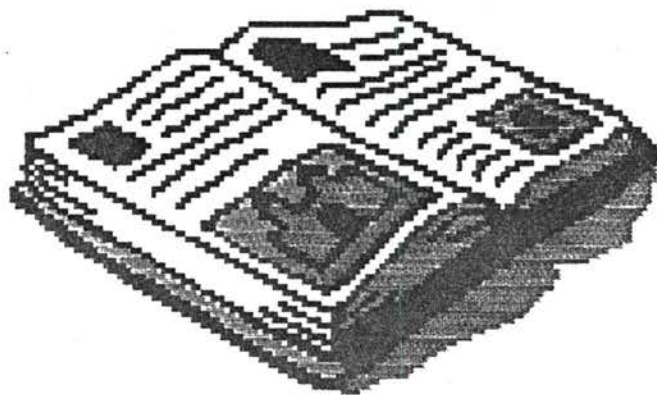




PORTFOLIO

Ollie S. Reynolds

**13516 Virginia Willow Drive
Fairfax, Virginia 22033
(703)689-9718**



Berea mourns the death of a dear friend and loyal supporter, Mrs. Charles Ward Seabury of Oak Park, Ill. Mrs. Seabury, an honorary alumna of Berea College, died on August 4 in Frankfort, Mich. Throughout her life, she gave generously of her means and talents to a variety of worthy causes. Mrs. Seabury was deeply interested in the Young Womens Christian Assn. of Chicago, serving as its president for a time, and later on as a member of the world board. Several hospital and nursing facilities in the Oak Park area have received substantial support from the Seaburys.

Mr. and Mrs. Seabury had a long-time interest in Berea College. They provided funds for the college gymnasium and the dormitory which bears her name. Mr. Seabury, who died in 1966, was an important member of the Berea College Board of Trustees. Their son, John Ward Seabury, is presently a member of the Berea Board.

The tribute below, written by an alumna who knew Mrs. Seabury personally, serves as an expression of our admiration for this great Berean. —Ed.

A TRIBUTE TO

Mrs. Charles Ward Seabury

by Ollye Snow Reynolds, '61

Mrs. Charles Ward Seabury's originality and style in giving the annual Seabury Award to a senior woman at Berea College illustrates the essence of her personality and the reason the memory of it will endure.

Because she believed the Award was more than a monetary gift, Mrs. Seabury added to the gift her own style, which was founded on sensitivity. The recipient of the Award was chosen, not on the basis of a publicly-announced set of criteria such as academic excellence, but rather on certain qualifications that Mrs. Seabury learned about through the College. One day the Dean of Women would ask a girl, "What would you like to do this summer?" The President of the College later asked the girl, "What would this experience do for you?" And if the senior's responses revealed values which Mrs. Seabury considered particularly worthy, then she would "invest," as she said, in the girl. So Mrs. Seabury chose to have the selection made on the basis of her own "sensitivity index."

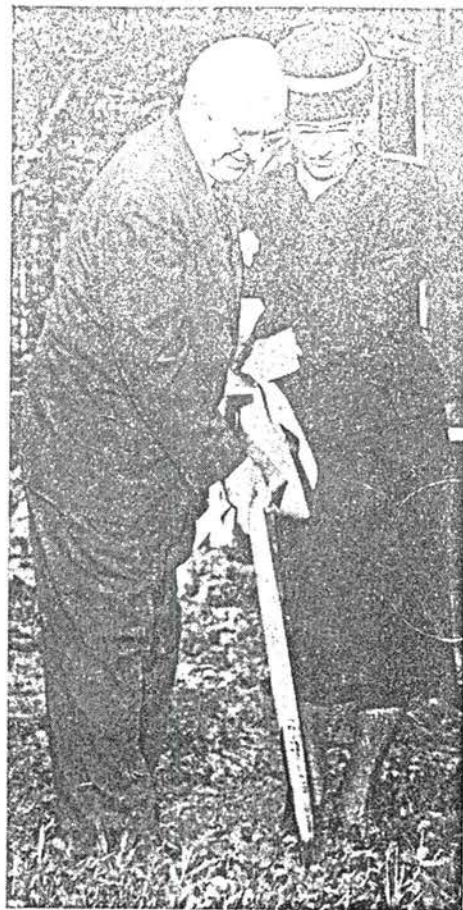
Mrs. Seabury added further originality to the Award by personalizing it. Thus, for the girl going to England to study, she sent a raincoat along with the Award check. Also with the Award came a touching spiritual encounter: the meeting of girl and woman in Boone Tavern, during which the girl received the fairy-godmother's kiss on the cheek along with a great confidence boost. Instead of condescension from Mrs. Seabury, the girl felt a respectful challenge as if: yes, I am giving you money but I know there is much you can give others.

Yet Mrs. Seabury was not directive or overprotective in regard to the girl's use of the Award. As an Award winner, I met with Mrs. Seabury only once, and had I not written her frequently, probably would have hardly heard from her again. She allowed the girl freedom in planning her summer's experience.

Nevertheless, she, too, participated in the experience when her enthusiasm could not contain itself: "We are thoroughly enjoying your letters," she replied to me. "They make us very happy that we have made this trip possible and they bring up many happy memories. We are so interested in your side trips and as we do not want you to miss any of them I am enclosing an extra draft for you." Her feminine sentimentality was charming: "I am keeping all (the cards and letters you sent me) and will send them to you when you return. They will help with your diary."

And such a talent for sharing joy! She was indeed as happy as I was at some of the results of the summer. On beautifully monogrammed notepaper, she began simply, "Good news, indeed, dear. We are so pleased that you received graduate credit for your work in England . . . Both of us feel that the money we provided for your summer was not spent but invested."

Thus, Berea's precious Mrs. Seabury had a rare and original combination of sensitivity, truly personal interest rather than just benevolence, non-directive encouragement, and, most of all, the selflessness to enjoy others' joy.



Mr. and Mrs. Seabury at groundbreaking ceremonies of the Louise Lovett Seabury Dormitory for Women in 1957.

Dramatic Readings Across the Curriculum

When my English 12 students wanted to participate in the school-wide "Earth Days" celebration at Herndon High School, I saw a great opportunity for using drama activities to learn new information, to stimulate creativity, and to support an important school event. My classes registered to produce a drama on the subject of "pollution." The type of drama was not specified; our only stipulation was that it could not exceed ten minutes in length.

The main work of creating this drama was limited to three class periods in early January. The general structure for the three periods was

1. reading and discussing information about pollution;
2. each student writing a 10-line or short poem, using words and phrases drawn from a Poetry Pot; then by group process, choosing the four "best" poems in the classes; and
3. again by group process, putting each of the poems into "action," by students chanting the poem and pantomiming the relevant action.

Practice on "acting" or dramatizing the poem continued at intervals until the first part of March, when the drama was presented at "Earth Days" Open House.

The secondary objectives, in addition to those mentioned above, were to link this activity to British literature, to use peer editing and directing, and to recognize the inter-relatedness of knowledge in different curriculum areas.

Here are some examples of what my students devised for "action poetry." The following short poem was written by a basic student:

Snow
White, toxic,
Falling, killing, burying.
Snow covers the ground and us.
Snow.

(Rammy Williams)

The class put this poem into "action" by having three students read the poem while the rest of the class provided sound effects, such as howling wind and crying groans.

The following poem by another student was put into "action" by featuring a "thinker" or "wisher" seated in front with the rest of the class gathered behind him. The "wisher" remained silent, as if lost in thought while the group read the poem chorally.

I wish, I wish, I wish,
Pollution did not exist.
The sky was clear
And we could hear
The swimming of the fish.

That the birds flew through the air
For us all to look and stare?
In awe at the beauty
Because it's our duty
To stop and think and care.

I wish the world would see
And find the special key
To a healthy life
To win the strife
Because it's important to you and me.

(David Collins)

Longer poems lent themselves to much more "action" or dramatizing. Students enjoyed drawing schematics to show which characters moved where at what time.

Another enjoyable part for the students was using a videocamera to tape their practices so they could get feedback on their movements, synchronization, and facial expressions as well as voice quality. Learning to use the videocamera was a helpful side benefit of the project.

Finally, students actually MEMORIZED the poetry as they practiced without intentionally trying to do so. Once having memorized a poem students may even try some classic poems. All in all, this activity was extremely successful, and it linked well with British literature in which nature poetry is highly dominant.

Ollie Reynolds
English teacher
Herndon High School
Fairfax County Schools

Christmas Across the Swinging Bridge

By Ollye Reynolds

As my heart searches through Christmas memories, I find the best ones are related to personal relationships.

It was always fun to visit my grandfather, whom we all called Papa Snow, anytime of year. He had a very dry humor so there was lots of laughter in the house.

He lived on Beaver Creek in an area now inundated by Lake Cumberland. We lived in the western part of Russell County near Montpelier and when visiting him, had to cross Cumberland River on a ferryboat, drive a few miles to the creek crossing where we would ford, then drive creek-side a couple of miles upstream to his two-story weather-boarded porch-fronted house.

One Christmas when I was 7 years old, my sister and I were very eager to go to Papa Snow's. She thought he had drawn her name for the family gift exchange. I wanted to get back to the scene of my summertime escapades where I had harnessed Papa Snow's chickens with seagrass string and used them to plow my "garden".

Also, both my sister and I had heard there was a joke present waiting for my father on the family Christmas tree. What could it be?

This year during the Christmas season there had been lots of snow and rain, as well as lots of freezing and thawing. However, my sister and I had no idea this would make a difference in our trip on Christmas Day, even when our mother admonished as we left home, "Bring your boots." All went well until we reached the swollen waters of the Cumberland River. As we realized how high the river waters were as we crossed, our father said, "Oh, no, I'll bet we won't be able to ford Beaver Creek!"

Sure enough, at the crossing, the creek was far out of its banks, but, oh, joy, we saw a skiff tied up to a tree. We were all set to get in and row ourselves across until Daddy noticed there were no oars.

"I had hoped we wouldn't have to do this," Daddy said as he pointed to an elevated swinging bridge made of woven wire

fencing and attached high up in the branches to two sycamores.

I'd never been on the bridge before but had always secretly yearned to be a tight-rope walker after having seen a circus at Russell Springs. One step high above the muddy creek made me change my mind, though, because the swaying cadence was scary.

Finally across, we all slogged up the muddy road to Papa's. Every difficult step heightened our excitement. What was the joke present? What mischief would the cousins, including me, instigate?

We burst into Papa's house and warmed at the family room fireplace, tried to rush through the lengthy, many course holiday meal, and dreamed of the presents in the cool front parlor.

But there was no fun in Papa's eyes. And the voices around us were hollow. And the cousins whispered and whispered but took no action to worsen their mischief-records.

The gift exchange went according to custom. A cedar jewelry box from Papa to my sister. A set of chalk-figure bookends for me from Aunt Marie. And Daddy's joke present turned out to be a pig's tail saved from recent slaughtering. But my mother's and the others' talk seemed to run down. Soon we were ready to leave.

"Read this letter," urged Papa Snow as we were leaving. "The Corps of Engineers is buying my house. We'll have to move before next summer. This place will be flooded." Distraught at the thought of the last Christmas in his boyhood home, my father stomped out.

This Christmas the waters of Lake Cumberland swirl over the scene of those happy Snow family Christmases. Though the seagrass string and the Christmas ribbon decayed long ago, the memories burn warmly.

Ollye Reynolds
13516 Virginia Willow Drive
Fairfax, VA 22033

The Functional Gothic Of Flannery O'Connor

OLLYE TINE SNOW

Reynolds (Ms.)

WITH THE RECENT posthumous publication of Flannery O'Connor's collection of short stories *Everything That Rises Must Converge*,¹ readers are impressed again with the "terrible swift sword" that cuts away at man's sin. Again in these stories as in her other collection and in her two novels, the grotesqueries of man's defiant, sometimes stupid disobedience of God carry the theme. These grotesqueries very obviously, sometimes ironically, function on the basis of biblical prototypes and images—for example, the prophecy in "Parker's Back" of Obadiah E. Parker meets as bitter and as stubborn resistance as was Edom's enmity to Israel; the Holy Ghost's descending as a dove, or in the case of "The Enduring Chill," as a "fierce bird," shows explicit awareness of a Divine Being; Mrs. May in "Greenleaf" destroys herself through building up a wrong image in her mind of the bull ("silvered in the moonlight" at one time), just as Aaron sinned by trying to make an image of Jehovah in the Egyptian form of the golden calf.

But besides the biblical configuration, some of these grotesqueries, violent and horrifying in effect, recall the Gothic devices of eighteenth-century literature. Such a connection between the Gothic and Flannery O'Connor has already been noted in her previous work, but the connection has been chiefly deprecatory. With this appearance of the volume of stories on which she was working at the time of her death, it seems necessary to clarify the function of Gothic elements in the O'Connor fiction.

Actually, the Gothic conventions she adapts, refines, and trans-

¹ Flannery O'Connor, *Everything That Rises Must Converge*, Farrar, Straus & Giroux, New York, \$4.95.

THE WHITE HOUSE

WASHINGTON

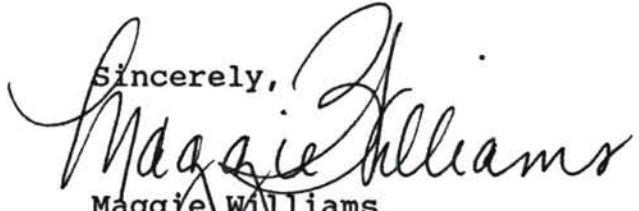
April 27, 1993

Mr. David H. Rice
Chairman
Organization of Black Designers
717 D Street, NW
Suite 500
Washington, D.C. 20004

Dear Mr. Rice,

Thank you for your letter expressing support for the Presidential Design Awards proposal. We are carefully considering the proposal and will be in touch with Christopher Hyland sometime in the near future.

Sincerely,


Maggie Williams
Chief of Staff to
the First Lady

Thank you for your
interest

me:
We started doing
a letter, but you
wanted to hold
off on this?

Under careful consideration
Thanks for
writing
Chris Hyland has
been good supr
Maggie will
write



*we are carefully
considering
Awards program
Discussions
are ongoing
Christopher*

15 March 1993

Ms. Maggie Williams
Chief of Staff
THE OFFICE OF THE FIRST LADY
THE WHITE HOUSE
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

Interiors Dear Ms. Williams:

Christopher Hyland, my friend and college, suggested that I write to you concerning the Presidential Design Awards program that he has been so diligently working to promote and to organize.

Fashion

Christopher has been the motivating force behind the awards concept. He is to be commended for his efforts in galvanizing the various design professions into action to move this concept from the Design Roundtable meeting in Little Rock to the formal proposal that he presented to you recently. The proposal is supported by every major design organization in America. And, for him to have done it in so short a time is remarkable.

Graphics

However, there is still much work to be done if the Presidential Design Awards are to become a reality. The Organization of Black Designers, along with our approximately 1500 national members, enthusiastically supports the Presidential Design Awards proposal.

Industrial

Ms. Williams, I look forward to any future opportunity to meet with you to further discuss the awards program, the role design can have in helping to revitalize our economy, or the activities of the OBD. Thank you for your support of this initiative.

Respectfully,

David H. Rice
Chairman

Creative business succeeds by design

By Stephen Goldstein
THE WASHINGTON TIMES

David Rice pours his creative energy into designing products and educating black youth about industrial design.

He founded DesignCom in 1981 and kept it afloat through two recessions by following his father's advice. "He told me there was nothing I couldn't do. He always came up with a way to do something."

Mr. Rice provided a definition of industrial design in an article published by the National Technical Association in 1982:

"Industrial design is the process of designing for mass production or shaping objects to be manufactured by machines rather than hand-crafting. The criteria for good design are convenience, comfort and safety of the user," he wrote.

He credits his high school guidance counselor with turning him toward design. "I was on my way to attending the Air Force Academy when my high school guidance counselor told me about industrial design possibilities at the Pratt Institute in New York," he recalled.

He attended a design school in Detroit, majoring in product design and visual communications.

"I always had an art talent but didn't know what to do until I found out about commercial art. I honed my skills by drawing figures," he said.

He worked in Detroit during the 1970s, running his Nexus Design Associates out of a renovated office, with most of his business coming from the auto companies. He decided to leave Detroit in 1981 because of the economic limits of depending on the carmakers.

His first project here was designing the name and logotype for the National Place Project, the large public space on Pennsylvania Avenue NW at 13th Street, which helped DesignCom employ three persons its first year. He then snagged other real estate projects such as logos and brochures for 370 L'Enfant Promenade and 1400 16th Street. He now employs seven designers and does much of

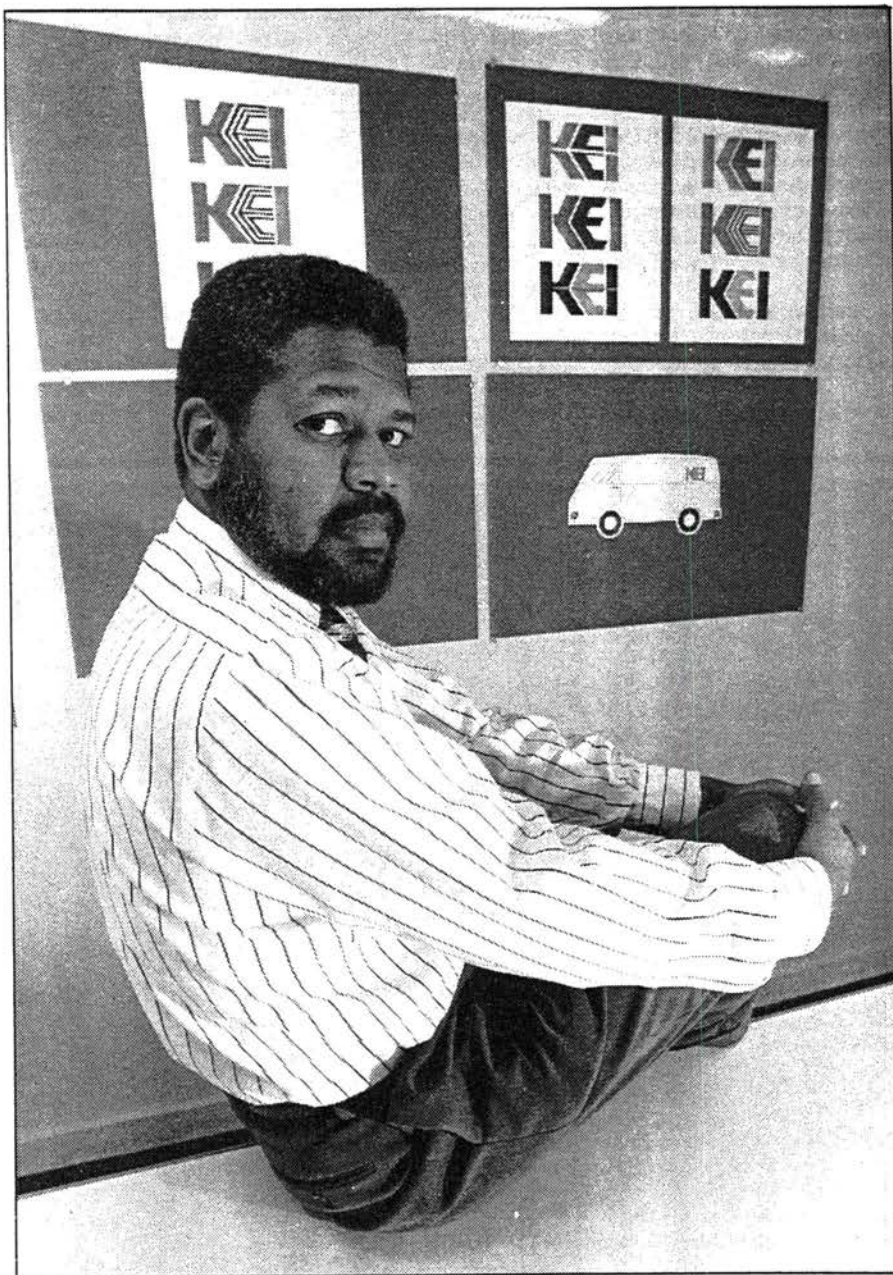


Photo by Kevin T. Gilbert/The Washington Times

THE ENTREPRENEURS

his work for the real estate market, and is beginning to take on work in product licensing.

"He's very effective at getting his ideas across," said Neel Teague, a principal of Stout & Teague Co. a Hyattsville real estate advisory firm that uses Mr. Rice's graphic design work. "He can communicate a level of enthusiasm that is infec-

David Rice, the founder of DesignCom, is also the founder of the Organization of Black Designers, which has 1,300 members. One of Mr. Rice's goals is to expose young blacks to the world of industrial design.

tious and can keep a project going. He listens to what his clients want and doesn't take them in a direction they don't want to go."

Smithy-Braedon has also used his services for more than seven years, said Willard Freeman, a vice president of the

see DESIGN, page B6

DESIGN

From page B4

District-based real estate developer.

"When we need to provide a list of people to do promotional materials for a project, we almost always submit his name as one of two or three who can respond. We know he can meet the tough standards we require. He's done fine work, competitive, and on time for us," said Mr. Freeman.

Mr. Rice's greatest difficulty, similar to many other black entrepreneurs, has been a lack of access to capital. "Banks don't like to lend to design firms because it's a service with few capital assets," he explained. Even getting orders for product designs from a major manufacturer such as Kmart haven't assured financing, he said.

Recently, he's had to suffer through another three years of hard times, because the recession and marketing barriers have made it more difficult to get work. "Companies cut back on promotions during

a recession. Actually, those who can, should target ads and advertise more to pick up market share. The recession has also taught me the need to be diversified," he said.

Sam Ewing, an investment banker with Ewing Capital Inc. in the District, calls Mr. Rice "talented, creative and energetic." His firm sought Mr. Rice's advice when it was interested in buying a business.

DesignCom gets much of its business from referrals and by affiliating with Devroux & Purnell, an architecture firm in the same building at 717 D St. NW.

Mr. Rice also has been prospecting smaller high-tech firms because "many high-tech firms don't market from an image standpoint. Many smaller companies don't realize the value of design to become visually recognizable and stand out from the crowd."

Clarence Jones, executive vice president and co-founder of Arlington-based Kajax Engineering Inc., said he got Mr. Rice to design his company's logos because "I admired his work."

As a marketer himself, Mr. Jones

said he understands the need for image. "When you leave, what you leave behind is the product. What I appreciate about David is his ability to perceive where you want the product to take you. He's helped us tremendously."

Mr. Rice founded the Organization of Black Designers 18 months ago after seeing an exhibit recognizing the work of 30 designers under 30 years old, none of whom were black. He contacted the exhibit's sponsor, Steelcase Design Partnership, which invited him to participate in an exhibit titled Industrial Elegance and to help judge a furniture design competition as a representative of OBD. Steelcase Inc., a Grand Rapids office furniture maker, is the parent of the design partnership.

The group claims 1,300 members, about 10 percent in the Washington area, expects to publish a newsletter beginning next month and plans a nationwide conference in New York. OBD also is planning to establish scholarships for talented youngsters.

David Rice

Voice of the African-American Designer

Items such as computers, cars, hair dryers and toothbrushes originate in the minds of industrial designers, and David Rice is one such designer who has made his imprint in this field — he is one of approximately 125 black industrial designers in the nation. Rice is the president of DesignCom, a 10-year-old, Washington, D.C.-based multidiscipline design firm. The clientele of his multimillion dollar company include The National Place, Stroh's Brewing Co., Ford Motor Co., Trial Lawyers of America, Union Carbide, the City of Washington, D.C., and various local companies. DesignCom has also moved into product licensing and is moving assertively to establish itself in that market segment.

Raised in Ohio, Rice displayed artistic talent throughout his childhood. While a senior in high school, he took an art class and was hooked. Upon graduation, Rice bypassed a full scholarship to the Air Force Academy and went to Detroit, where he pursued an industrial design degree in product design. Since then, it has been his aim to educate this country on the importance of both the African-American designer and consumer.

Rice acknowledges the monumental accomplishments of African-Americans in the areas of the fine and performing arts, but stresses the need for us to contribute to the applied arts of design. In America, there is a Caucasian monopoly on design, and it has become boring; therefore, we are appeased by foreign imports.

"In many ways, design in America is sterile and dead, lacking in valid context and cultural relevance. Frankly, it is too inbred with the ideas and values of primarily white American males," Rice stated. The solution is to incorporate the spirit and creativity of the African-



American into mainstream American design. This is the source of what Rice embraces and the stimulus for his Organization of Black Designers' (OBD). Founded in the summer of 1990, the primary objective of the 1,300-member OBD is to give African-American designers a forum or voice in the design profession. The organization also creates greater awareness in the various design disciplines — interior, product, graphic and fashion. Its prime directive is to incorporate a multicultural design influence into American society.

"The OBD has three specific goals. Education: OBD is currently establishing a national mentor program and a scholarship fund for high school students. Visibility: OBD is promoting greater networking by black designers and the design establishment. An archival program is also in the works. Empowerment: OBD is encouraging black designers to start their own firms and to become design entrepreneurs by developing new products and systems.

"More than ever, design drives the economy, and designers are responsible for generating products to create cash

flow and revenue," Rice said. With an estimated gross national product of \$300 billion, the wealth of African-Americans tops that of many countries. With a discretionary income in excess of \$200 billion, blacks possess the economic capability to empower themselves. Rice emphasized that we must recognize that design plays a strong role in profitability. And in recognizing this, African-Americans must design and market a full range of products. Rice's OBD plans to introduce new household items this spring. He is adamant that African-Americans produce products that we control; he credits the hair industry as an example of how successful that undertaking can be.

Upon reading the *Foreign Affairs Journal*, which had a theme of "America and the World 2000," Rice noticed that Africa was barely mentioned. It is catastrophic that on a global scale, the continent that was the cradle of civilization is not included as a major player in the New World Order. As African-Americans, it is important that we take initiatives to address the great racial disparity in the design industry and recognize the economic opportunities we have in this medium. "That recognition should come in the form of exhibitions, publications, awards, fellowships and, most importantly, work—not token work, but serious work in the form of commissions, retainers and contracts," Rice stated.

"Good design has no racial bounds, but the industry does not fully reflect that truth. Talented and capable black designers exist. We are here, we are competent, and we welcome the support and assistance of the members of the entire design community. We want to contribute; we want to participate; we want to share." ☺

BEST WORST U.S. DESIGN

Five foreign-based designers give their views on the good, the bad, and the ugly.

By Robert A. Parker

CRITICS OF business often pass covetous looks at foreign products. Why can't we design that well, they ask. Why do we give design so little strategic importance? A consequence, they say, is the loss of worldwide market share by many U.S. products.

Do the creators of these competing products agree? To find out, *Across the Board* invited five foreign-based designers to evaluate the design performance of U.S. companies. In particular, we asked them:

- 1) How do you rate American design quality on a scale of one to 10?
- 2) What is right, what is wrong with U.S. design?
- 3) What are examples of the best and worst in recent American design?
- 4) What design developments abroad should be happening here?
- 5) What's the major mistake American business makes regarding design?

Their answers follow:

ROBERT A. PARKER, a freelance journalist, writes frequently on design.



Rodney Fitch: American Design Is Provincial

AMERICAN DESIGN VARIES from sector to sector. Product design is a seven. It's straightforward and safe, like corporate America itself. But it lacks the styling of some European and Japanese design. American interior design is unadventurous and leaves much to be desired; I'd give it a four. Graphic design, the other major area,

is about a seven. There is a lack of joyousness, too much head and not enough heart. Of course, top American design is as good as anywhere in the world, but we're talking of the mainstream.

As for what is right and wrong, what is wrong intellectually is that American design does not look outward. Nurtured in such a huge market, American designers can live off the fat of the land. There is no need to be adventurous. As a result, design is often provincial.

What is right in America is that, esthetically, there is a rugged quality—the designer as frontiersman, a bit of tell it like it is. I like that. What is also right is that design is used less for its cultural function than for business reasons. Historically, design in America has not been dangerously confused with art. This is good because design isn't art; it is filled with compromises.

On the practical side, American design is wasteful. It uses too much space and too many materials. My perspective arises out of living on a tight little island where every corner matters. Your grossness is not willful; it comes from the size of the bloody place. But it will become an issue in the future.

As for good design, without meaning to be flip-pant, the Stealth bomber is an amazing piece of design, a wonderful example of form defying function. It looks like it is made of origami. If we knew the inside story of its design, we could learn a lot. Rather selfishly, I would also cite Crown Equipment's Narrow Aisle Reach Truck. It was selected as a design of the decade by the Industrial Designers Society of America. While it was designed by our

American firm Fitch RichardsonSmith, I take no credit for it. It simply does what design should always do—gives added value to the user.

You won't like my example of bad design: the Ninja Turtles. Someone spent a long time designing them, and that worries me. The design is banal, naïve, and corrupting. People brought up on that kind of design will not appreciate good design later.

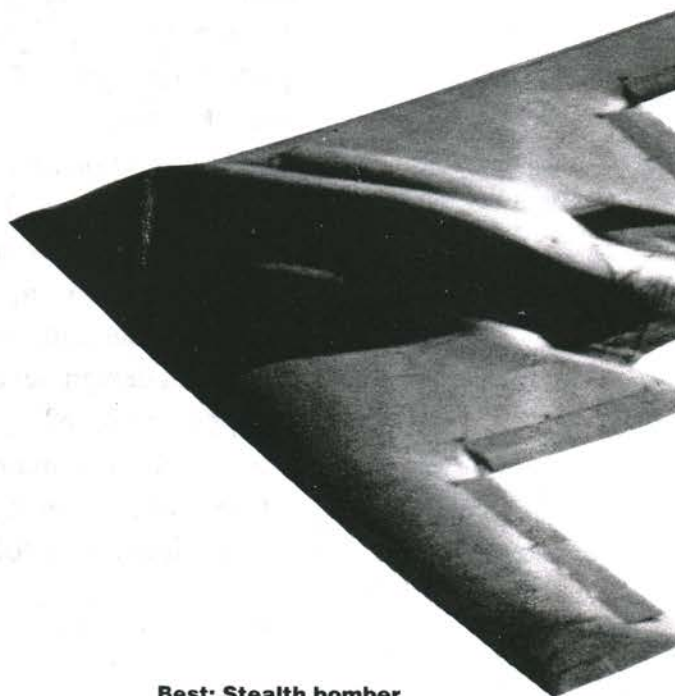
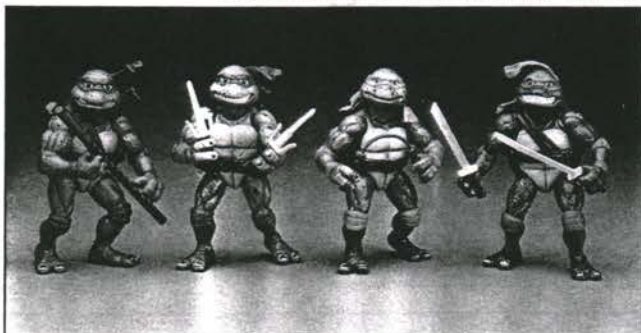
What American designers don't do is learn from one another. I am very conscious of the value of networking and collaborating. Europe in '92 will offer the greatest design challenge of the century. But in my travels through Europe, I have met only American engineers and financiers, never American designers.

The United States also needs more government support of design. Margaret Thatcher realized that Britain couldn't sell its products based on price, that it needed the added value of design. I have helped write a Labor Party document that recommends establishing design standards, and other European countries are doing the same. I'd love to see this in the States.

The major mistake, not just of U.S. corporations, but of all corporations, is that they don't understand design or try to quantify its benefits. They treat designers as journeymen. Everything is ad hoc and no design continuity flows from project to project. The moment design is institutionalized, it loses its originality and its freshness. You have one huge American computer company, for example, that used to be famous for its design. Now its design is institutionalized, and the company image is faceless.

Rodney Fitch is chairman of Fitch RS Plc, a large design consultancy based in London, with offices in the United States.

Worst: Teenage Mutant Ninja Turtles



Best: Stealth bomber

Robert I. Blaich: The United States Is Not Catching Up

WHEN I LEFT the United States in 1980, I would have rated overall U.S. design a five. Now American design quality is all over the place. I would give products for the workplace a 10. Consumer products, such as electronics, get a seven. Automobile design is still a five. So design awareness has increased; the overall score is now a seven. But foreign competition is improving faster.

What is right about design in the United States is that a good educational system produces a strong talent bank. I have 250 designers working for me in 20 countries, and the Americans in that group stand tall. What is wrong is that U.S. companies don't understand the strategic value of design and relegate it to a second-rate position under engineering or marketing.

The best U.S. design is in professional equipment, such as medical instruments, computers, and information systems. Some examples are the highly compact Sparcstation of Sun Microsystems; the NeXT computer, which recognizes the consumer mentality; and the interactive children's learning products from Texas Instruments.

Aside from automobiles, the worst U.S. design is in consumer electronics and household appliances. Here the black hats are not the manufacturers but the visually illiterate retailers whose buyers are afraid good design won't sell. And this message is sent back along the line to the manufacturer. If the manufacturer would talk directly to the consumer, as in Japan, America would have better design.

In automobiles, American companies think they know what the consumer wants, but sales records show something else. U.S. car design, once engineering-driven, is now marketing-driven. You'd think the design lesson would be learned by now, but you don't see it on the road.

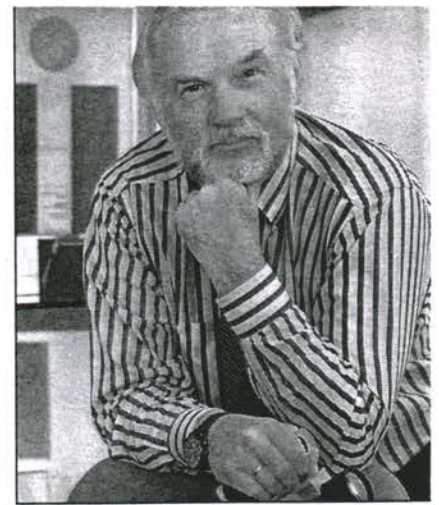
Europeans have a visual literacy and a cultural

tradition that encourages design. But even that tradition will not be enough after 1992. That is why European governments are supporting national design centers, even regional centers in Spain and Holland. And they are far ahead of the United States in bringing design management into business schools. I will be teaching design, for example, at business schools in England, Finland, and Austria. In the Far East, other nations are emulating Japan in providing government support. I am an adviser to Taiwan, which is spending \$160 million over five years on design education, design promotion, and better designed products.

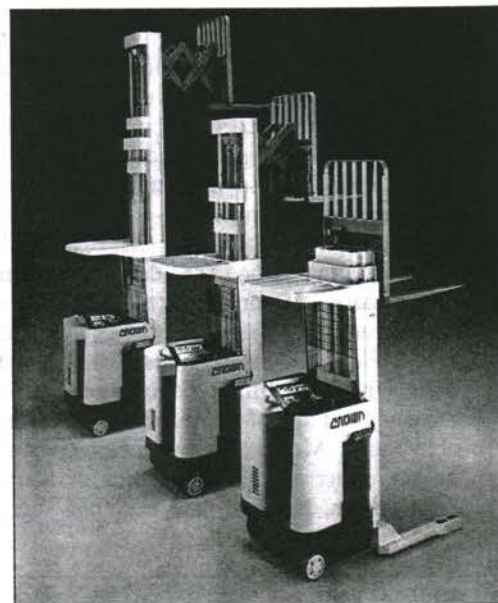
The major mistake of American corporations is that they don't manage design. Because management education ignored design for years, business is run by an entire generation of managers who give design a low status. When things get rough economically, design is among the first to suffer. Design is a long-term investment; you don't just turn it off.

Finally, the red flag for design management in the 1990s will be decentralization. Companies will operate in different parts of the world, and local decisions will be made by engineers or technicians. What will happen to design? As the Japanese go offshore, for example, will they diffuse their tradition of a strong, centralized design leadership? I doubt it, but the risk is there.

Robert I. Blaich, the recently retired managing director of design for Philips NV in the Netherlands, is a consultant and teacher.

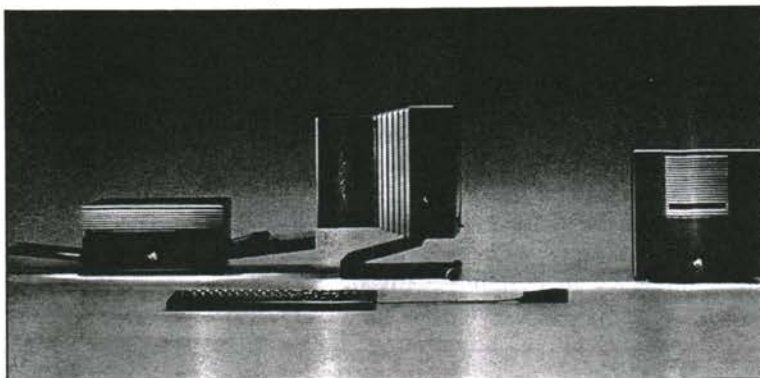


**Best: Narrow
Aisle Reach Truck**



Stealth bomber: Department of Defense
Narrow Aisle Reach Truck: Courtesy Crown
Equipment Corporation

Best: NeXT computer





Tetsuyuki Hirano: Why Not Listen to the Customer?

I DON'T WANT to grade American design on a scale. You have many good designers but a wide range of quality, just as in Japan. And some companies are doing good design and some are not.

The main question is how design is implemented. Most U.S. companies give first priority to shareholders. They

think short term about how much money and time they will spend developing a product. And they look for quick results.

Japanese companies think long term. We never set a specific time to develop a product. We are developing it every day, even if it is on the market. It is never perfect. We call this continual development "rapid inch-up" or "quick little steps."

American companies do not improve their products. I sense they are proud of them. But I feel a take-it-or-leave-it attitude, as if to say: This is a number-one product because we made it. In Japan, however, companies listen to consumers and use their feedback to make changes. American companies should listen to consumers, too—more than to shareholders. After all, what is good for shareholders if not long-term customer relationships?

Image is also long term. U.S. companies think of image as packaging and advertising, never as the product. The recent Infiniti automobile marketing campaign projected an image of luxury before even showing the car. Nissan knew the importance of image from the earliest planning, and knew that product identity helps make corporate identity.

The best U.S. designs come from companies like Gillette, Black & Decker, and Texas Instruments. They think about the consumer. Texas Instruments' interactive computer for kids was good because the company spent time watching kids' behavior. Japanese kids whose parents were working in the

United States took a lot of those computers back to Japan when their families returned home. The Ford Taurus station wagon is also very popular in Japan.

I prefer not to talk about bad examples. There are many, not only in the United States but also in Japan.

What U.S. companies should remember is that in Japan when one company makes a product, it knows another company will follow and try to make that product better. So the first company is already thinking about its own changes. This is very good for the consumer. If it happens with home appliances, for example, then all appliances will be better.

Patent rights are important, but they shouldn't be used for avoiding competition. I might be criticized for trying to defend Japanese strategy, but I believe competition should always exist. We should improve products, not preserve them.

It's a mistake to quit selling a successful product when sales go down or to get out of a market or a country by selling a division to someone else. Consumers who like your product will feel betrayed. That consumer should be listened to; once a consumer likes a company, he will look for its new products. And design can be the communications tool that brings the company and the consumer back together.

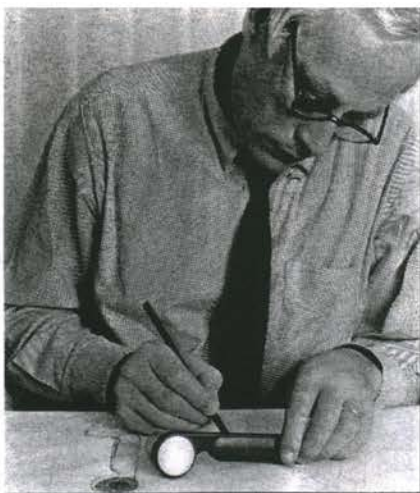
Tetsuyuki Hirano is president and CEO of Hirano & Associates, which is based in Tokyo and Chicago. It is the first Japanese design firm to open its own U.S. office.

Worst: Garbage can



Best: Taurus station wagon





Dieter Rams: Good Design Takes Risks

I FIND IT DIFFICULT to rate U.S. design quality on a scale of one to 10. However, I would say that the future of design in the States is promising. Design education there has reached a high level. And you can always see good examples of design in the annual design issue of *ID* magazine.

Still, with the exception of

computers and high-tech items, not many American products have reached international design standards. For this to happen, industrial designers, product designers, and engineers need to work together.

What is happening abroad is that medium-size companies of up to 2,000 or so employees are willing to take risks with design. The owner is the one who decides, and he can communicate more easily with his smaller workforce. Braun, with 8,500 people, has problems in doing this, but we are success-

ful because we understand that design must be communicated from the inside out. The whole company must present the same identity to the consumer, or it is not honest. To do this requires, of course, top-management support.

U.S. companies don't take design seriously because they are very marketing-oriented. But design does not exist to make spectacular things; it exists to make our industrial world more useful and more pleasing. Design is a serious profession, like engineering. At Braun, design has helped us dominate our markets worldwide. When other companies copy us, we take it as a compliment.

Dieter Rams, chief designer at Braun Inc., in Germany, reports to the Braun chairman and has direct access to the chairman of Gillette Company, the parent company in Boston. He created the simple "Braun look." ■

David H. Rice: Let's Emulate the Richness of U.S. Music

To be an outsider in the U.S. design community is not necessarily to be foreign-born. Blacks and other minorities also fall outside mainstream American design. To get a sense of how minority designers view U.S. design, Across the Board posed the same questions to David H. Rice, president of DesignCom, a Washington, D.C., design firm, and chairman of the Organization of Black Designers. —Maureen Weiss

On a scale of one to 10, I would give U.S. design a five, and I'm being very fair. We're doing a lot technologically, especially in electronics, but compared with the Pacific Rim, U.S. design is mediocre. Their design has a directness—a freshness and enthusiasm—that is missing from U.S. design.

An example of bad U.S. design is men's razors. I would make razors simpler and eliminate all of the gadgetry. Flex blades are nonsense—there's no real difference between the design of any of the razors available today. Most waste receptacles on the street are also examples of poor design. Not only are they not



suited to the task, usually having ill-fitted tops or hard-to-reach openings, but they tend to have ugly shapes and colors and get dirty easily.

The main problem with American design is that it is too safe and homogeneous. It needs to open itself to the influence of cultural diversity. In the United States we have a tremendous mixture and richness in our music and, not incidentally, the most vibrant and influential music industry in the world. To capture the same influence and vibrance in U.S. design, we need to open it to the multicultural influence of U.S. society; we need more black influence in design—

there are now fewer than 100 black industrial designers in the United States.

In fact, American culture has had a huge impact on design abroad—it has loosened up design in Europe, especially German design, which tends to be too tight. Paradoxically, other cultures are drawing on the space, spontaneity, and diversity of American culture and sensibility more than American designers. Japanese kids are sent to the United States to learn design; Japanese design combines the preciseness and rigidity of the Japanese culture and the sense of wonderment and fun of the U.S. culture. American designers need to look internally for inspiration. The answer is not to look at what international designers are doing, because the freshness that inspires them comes from the American culture.

This potential for design can be seen in the new Chrysler Plymouth Voyager van. It is practical, with tremendous visibility in front and changeable seats. The design looks modern but not pompous or contrived.



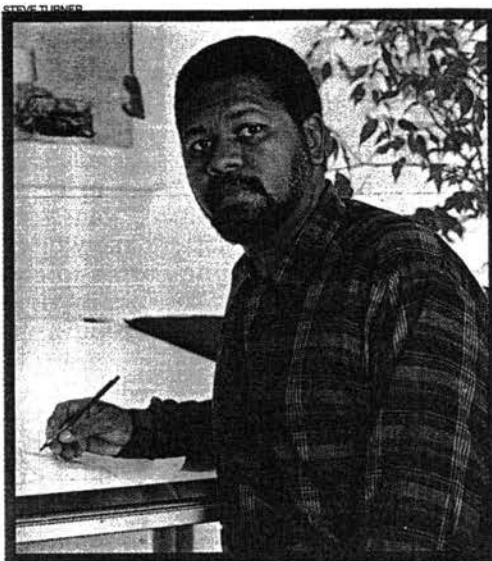
DEAN OF THE ARTS AT NYU

■ Dr. Mary Schmidt Campbell was chosen as the new dean of New York University's Tisch School of the Arts. Since 1987, Campbell has served as New York City's commissioner of cultural affairs. She also chaired the Smithsonian Institution's Advisory Committee that has recommended creating a National African American Museum.

PROMOTING BLACKS IN DESIGN

■ Industrial designer David Rice is raising the profile of African American professionals in the design field through his Organization of Black Designers (OBD), a nonprofit national network he

formed in Washington, D.C. to recognize blacks in the field and motivate others to pursue it. OBD has some 1,450 designers involved in graphics and packaging, fashion, and interior design.



NIX LEADS CHIEF JUSTICES

■ Chief Justice of Pennsylvania Supreme Court Robert N.C. Nix Jr. has become president of the Conference of Chief Justices (CCJ), a national judicial organization that consists of the highest judge or justice in each of the 50 states, the District of Columbia and the commonwealths of the U.S. He is the first African American and the first justice from Pennsylvania to head the organization. Nix also chairs the board of directors of the National Center for State Courts.



BACHRACH

SELF-HELP IN SOUTH CAROLINA

■ The Ridgewood Foundation, a nonprofit organization, has set a ten-year goal to revitalize the aging and deteriorating Ridgewood community in Columbia, S.C. Led by Deborah Breedlove, an investment coun-

selor, and Glenice B. Pearson, a professional development consultant, the foundation is committed to emphasizing self-help as the first step for African Americans. The foundation plans to develop and implement community programs and build facilities to serve its residents.

NOTABLES

NAMED:

■ As director of communications for the AIDS Project Los Angeles, the second largest AIDS service organization in the country, An-

thony Sprauve.

■ Nestlé USA's Director of Community Affairs **Kenneth W. Bentley**. He will coordinate community affairs activities for Nestlé companies operating in the United States.



HEADING ARCHITECTS' BOARD

■ Harry G. Robinson III was elected president designate of the National Council of Architectural Registration Boards, the national organization that regulates architecture, assists its member state registration boards, and provides a certification program for individual members. A graduate of Howard University, Robinson has been a professor and dean of Howard's School of Architecture and Planning since 1979.

CRITICAL VIEWS

WHAT COLOR IS DESIGN?

TEXT BY DAVID H. RICE

I have attended many design shows and exhibitions in the past several years, shows sponsored by industry leaders in design and manufacturing. I have attended with great anticipation, but my enthusiasm was consistently turned into dismay, and not a little indignation. Why was there not one black designer represented in any of these shows?

As the recent AIGA (American Institute of Graphic Arts) conference and workshop in New York ("Why is Graphic Design 93% White?") indicated, the number of people of color in the various design professions is woefully small, particularly in regard to African Americans. According to a recent article in *Architecture* (April 1991, p. 52), out of 44,470 regular members of the American Institute of Architects, only 380 are black. There are roughly 30 million black people in America, so why is this number so ridiculously low? There are no figures for other design professions, including interior design, because none of their professional design organizations has done a study.

This is a truly sad and shocking state of affairs. In a globally competitive world, America cannot afford to lose the wonderful contributions that can be made by a creative and vital segment of its population. African Americans have, against great odds, made tremendous contributions to the fine and performing arts, and we can and are doing the same in the applied arts fields of design. But there still needs to be greater opportunity. The number of blacks in the design disciplines is miniscule, and the design professions in America are missing the richness that cultural diversity and unique ethnic perspective brings to our greater society.

There is a tremendously rich heritage of design that flows from African roots. The greatest architectural wonders of the world—the Great Pyramids—still rest there. Africans were casting bronze and

smelting iron thousands of years before Europeans. African fabric design is some of the most creative and vibrant in the world. The first furniture ever created came from Africa. Then why this great lack of representation of black designers in the design professions?

In many ways, design in America is sterile and dead, lacking in valid context and cultural relevance. Frankly, it is too inbred with the ideas and values of primarily white American males. The country and the world are more diverse than that. America has the richest musical heritage of any nation on earth, due primarily to the magnificent diversity our music industry encompasses. Through it, we influence

"the design professions in America are missing the richness that cultural diversity and unique ethnic perspective brings"

almost every other culture in the world. What if our design industry reflected the same kind of creative fervor and diversity as our music industry? Instead, we have the very narrow productions of a monolithic cognoscenti, a group that engages in regular sessions of self-congratulations and self-aggrandizement—i.e., the same designers on the same design juries, winning the same awards year after year.

The majority culture in America is, in fact, an amalgam of cultures. We need to express minority values and experiences so that the whole can function more harmoniously. It is crucial to provide unlimited outlets of expression and participation for all of our ethnic populations because their experiences inform and enrich the lives of our whole society.

There are, of course, black interior designers and black architects and black industrial designers, but where are the lamps, chairs, seating systems and fabrics they have designed? When did Herman Miller or Artemide or any other major manufacturer last contract with a black designer to design a product?

The design industry is missing out on a reservoir of ideas, concepts, perhaps whole new design realities that black designers can bring to the design disciplines. There are also glaring oversights by the design industries of product markets that are unexploited due to lack of capital investment and lack of interest. The U.S. Federal Government Bureau of Labor Statistics Consumer Expenditures Section reports that black American consumer spending power is \$186 billion per year. Total GNP for black Americans is \$300 billion per year. How many products are designed to appeal to this market? Are Nike and McDonalds the only possibilities? In these tough economic times, we talk about global marketing, but there is a huge market right here in the U.S. that, due to cultural myopia, has never been adequately tapped. The lack of access to traditional capital sources for black design entrepreneurs prevents the development of this huge market.

Without employment, there can be no mentors. This can be a devastating obstacle to young black students entering the design arena. Feelings of isolation and rejection can lead to a sense of inadequacy. The scarcity of established black design professionals, and the virtual invisibility in schools and design publications of those that do exist, has not only meant few role models for young black designers, but

OBD chairman David H. Rice



fewer job opportunities. It's a vicious circle.

In answer to the mounting frustrations shared by many talented black designers, the Organization of Black Designers (OBD) was formed to create a greater awareness of the presence and lack of presence of African Americans in design. OBD encompasses the fields of interior, industrial, fashion and graphics/packaging design. The organization has three specific goals. Education: OBD is currently establishing a national mentor program and a scholarship fund for high school students. Visibility: OBD is promoting greater networking by black designers and the design establishment. An archival program is also in the works. Empowerment: OBD is encouraging black designers to start their own firms and to become design entrepreneurs by developing new products and systems.

Currently OBD is compiling a national data base of black designers. Already the organization is raising the awareness of the design community as evidenced by the large number of phone calls and letters requesting membership information or names of designers as candidates for employment. The OBD data base currently lists roughly 1,300 designers, mostly black, working in areas ranging from textile design to automotive design. Membership in OBD is open not only to African American designers, but also to any designer interested in being part of the issues and activities the organization endorses.

Initiatives to address the great racial

disparity in the design industry are currently being undertaken by the Industrial Designers Society of America (IDSA), the American Institute of Graphic Arts (AIGA), the American Design Council (ADC), and the Society of Environmental Graphic Designers (SEGD). Obviously, this is an admirable and desirable goal, but first there should be recognition and economic opportunity for those of us who are already here, those of us who have struggled long and hard for far too little opportunity, acknowledgment and engagement by the established design community. That recognition should come in the form of exhibitions, publications, awards, fellowships and, most importantly, work—not token work, but serious work in the form of commissions, retainers and contracts.

Good design has no racial bounds, but the industry does not fully reflect that truth. Talented and capable black designers and architects exist. We are here, we are competent, and we welcome the support and assistance of the members of the entire design community.

David H. Rice is president of DesignCom, a ten-year-old, Washington, DC-based multi-discipline design firm. In addition to being chairman of the Organization of Black Designers, he is a member of the IDSA and co-chair of that group's recently established Committee for Multi-Racial Initiatives. He has also served two years as a member of the Design Arts Panel of the National Endowment for the Arts. He can be reached at 717 D Street, NW, Suite 500, Washington, DC 20004, (202) 659-3918.

forum

LETTERS TO THE EDITOR

The following letters were sent to David H. Rice, chairman of the Organization of Black Designers (OBD), in response to his article, "What Color is Design?", published in *Forum* (January '92, p. 34). To date, he has received 85 letters from a wide cross-section of industry members.

Dear Mr. Rice:

I am writing to applaud and thank you for your recent article in *Interior Design*. As a young Afro-American interior designer and allied member of ASID, I can totally relate to the points you made. Like you, I have often been dismayed by the fact that there are no black designers featured in any of the design trade shows and exhibits that I have attended, and that often I am the only black designer present at these functions. I fail to believe that there are less than ten black interior designers practicing in New York City (I currently know of four others), but I have no real means of finding out for sure. As you said, professional organizations like ASID do not have any local or national statistics on black interior designers practicing in the U.S. or, at least, those in their own organizations. It is a sad state of affairs and it oftentimes makes me feel isolated and alone in an industry that only seems tailored to white America.

Before reading your article, I was seriously debating whether or not I should continue to pursue a career in design. I did not see a real future for me in the design industry due to the fact that I really didn't see any successful Afro-Americans in the field. Regrettably, I started to believe that blacks did not have a place in the design world. I was one of only three Afro-Americans to have graduated from Syracuse University's School of Design last year. To me your article was a great life saver or, at least, a career saver. It made me realize that there is finally some sort of organization I can join that shares my particular views and concerns. Most importantly though, your article made me realize that there are some successful black designers out there, like yourself, who are concerned and willing to help us young Afro-American designers.

Robert Tyrrell

Allied Member, ASID
Brooklyn, New York

I am a 1990 graduate of New York Institute of Technology with a bachelor's of fine arts degree in interior design. Since graduating, I have found it challenging to obtain a full-time position with an interior design or architecture firm. I am presently still looking for full-time work.

However, I remain active with my professional ASID chapter. Presently I am chairperson of the student affairs committee. This position allows me to be in touch with interior designers throughout the New York City area by planning events and activities that will keep them informed about the interior design world. Being the only African-American male who holds a position with my professional chapter, I sometimes feel as though I am the only black designer in my area. I am trying to get more blacks involved within the chapter.

I am writing to you for words of encouragement and to find out more about the Organization of Black Designers. It will be great to know that there are fellow African-American designers and that we can draw strength from each other as we continue to progress in our careers.

Patrice Davidson
Brooklyn, New York

Thank you for your provocative article in the January *Interior Design* magazine. Your message was timely and straight to the point. You took a courageous stand and I applaud your tenacity.

For 35 years I have been working and teaching in the field of interior design, and I have experienced little change, especially in the area of cultural diversity in personnel and products. In the past year I have begun to establish designs for a textile line based on African influences in motifs and color schemes. It was welcome news to learn of the Organization of Black Designers and your empowerment campaign.

Patricia Neely-McCurdy

Windsor, Ontario
Canada

Your article was enlightening, I'm sure, for many. It's about time the issue was faced. Our staff shares your views on the issue. I am currently doing research on designing for diverse and multi-cultural environments. Any information or referrals you can offer would be appreciated.

E. Meshella Berry, CFID

(Council of Federal Interior Designers)
Department of Veterans Affairs
Brecksville, Ohio

I formed my engineering company three years ago in the areas of aircraft structural design and analysis, architectural design, and electronics systems design and fabrication. The struggle to penetrate the market is tremendous. I agree with your article stating that we, as black designers and design firms, must unite to gain strength and respect in the very communities that we have helped to develop.

G. Aaron Henson

Vice President, Engineering
Design Alternatives, Inc.
St. Louis, Missouri

INTERIORS & SOURCES MARCH / APRIL 1992

IS



DAVID RICE

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THE WHITE HOUSE
WASHINGTON

August 25, 1993

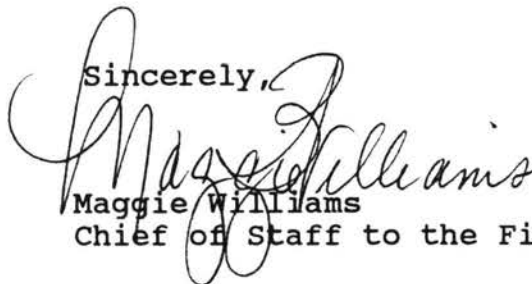
Rosetta B. Robins, J.D., Ph.D.
11800 Summit Street
Kansas City, Missouri 64114

Dear Dr. Robins:

Thank you for expressing your interest in working for the Clinton Administration. We are pleased to know that so many talented people are anxious to become a part of the team.

I have forwarded your resume to the White House Personnel Office.

Sincerely,

A handwritten signature in cursive script, reading "Maggie Williams". The signature is written in dark ink and is positioned above the printed name and title.

Maggie Williams

Chief of Staff to the First Lady

August 15, 1993

Confidential

Ms. Maggie Williams
Chief of Staff
for Hillary Rodham Clinton
The White House
Washington D.C. 20500

Dear Ms. Williams:

Pursuant to my correspondence of last week, I am writing concerning a position with the Clinton Administration. I am requesting your assistance in this endeavor, a resume is enclosed for your use.

Currently, I am assistant general counsel with a leading engineering firm and its affiliated companies serving over 4,000 employees. I provide legal advice and counsel to senior and executive management, corporate officers and chairmen in the areas of labor and employment law, commercial and business law and general corporate law.

Prior to this, I specialized in employment and labor law including, but not limited to, labor negotiations with teachers and service unions, representing management in grievance hearings and advising management of state and federal laws. Additionally, I defended corporations in general commercial claims.

For over 10 years I held senior and executive academic positions at a nationally-recognized university--associate dean and assistant professor and director.

Supplementing my law degree are a masters degree in public administration and doctorate in higher education administration. Special talents such as perceptiveness, adeptness, and excellent interpersonal relations and communication skills further qualify me for a position with the Administration.

Based upon my professional experiences and educational background, I believe that I am uniquely qualified to hold general counsel or related or senior management positions in the Department of Education, Labor, Commerce or State, as well as in the Office of the President of the United States. International law and trade are areas which hold a special interest for me. I am open to federal appointments in both Kansas City (area) or Washington D.C. locations. A goal of mine is participation in the area of public policy development.

I am enclosing copies of letters forwarded to the Transition Team expressing my interest in certain positions. Most, if not all of them, have been filled.

Williams, Page 2

In closing, I am a life long Democrat and would like to become a contributing member of the Clinton Team.

Again, your assistance is appreciated. You may contact me by calling (913) 339-8646 day or (816) 942-4618 evening. I look forward to both hearing from and meeting you.

Very Truly Yours, .



Rosetta B. Robins, J.D.; Ph.D.
11800 Summit St.
Kansas City, Missouri 64114
ENC.

August 15, 1993

Confidential

Clinton Transition Foundation
200 West Capitol, Ste. 1320
Little Rock, Arkansas 72201

Director of Personnel:

I am submitting my resume in application for a position with the Clinton Administration. As a Black female, I am especially interested in becoming a part of a team that recognizes the importance of diversity and inclusion of all people.

Review of resume will show that I am a licensed attorney with advance degrees in administration--M.P.A. and Ph.D. I have nearly 20 years of professional experiences in areas of law and senior or executive level management. I believe that I am uniquely qualified to serve in a variety of positions based on my professional experiences and educational training and credentials.

As a licensed attorney, I serve as in-house counsel for a national firm and its subsidiaries providing legal counsel and advice in areas of labor and employment, business and commercial, regulatory and general corporate law.

For over 10 years, I served as an Associate Dean/Assistant Professor and Director of Student Financial Aid at the University of Kansas. During that period, I acquired skills and competencies--policy development, human resources administration, operations management, fiscal and budgeting and public relations--which are immediately transferrable to most positions.

Presented below are the positions for which I would like consideration:

Executive Office of the President:

Associate or Assistant Counsel to the President
Deputy or Special Assistant to the President for Policy Development

Department of Education:

Office of General Counsel- Deputy General Counsel
Office of Postsecondary Education-Assistant Secretary
Regional Representative K.C. Missouri

Department of State:

Office of the Legal Advisor
Deputy Assistant Secretary-Office of Equal Employment & Civil Rights

Page 2, Clinton Transistion Foundation

Department of Energy:
Office of the General Counsel

Department of Justice:
Associate Deputy Attorney General
Office of Legal Counsel

Department of Commerce:
Office of General Counsel

Department of Labor:
Deputy Secretary's Representative K.C. Missouri
Associate Solicitor for Legislative & Legal Counsel

Please feel free to consider me for other available positions. As a life-long Democrat I am very interested in playing a role in the new administration. I may be contacted by telephone as follows: office: (913) 339-8646 or home: (816) 942-4618. Again, I look forward to hearing from you.

Very Truly Yours,



Rosetta B. Robins J.D.; Ph.D.

11800 Summit St.
Kansas City, Missouri 64114
ENC.

ROSETTA B. ROBINS

Attorney at Law
11800 Summit
Kansas City, Missouri 64114
(816) 942-4618

EDUCATION

1987	University of Missouri at Kansas City
1981	J.D., School of Law
1973	Ph.D., Higher Education Administration
	M.P.A., Urban Administration
1970	Central State University, Wilberforce, Ohio
	B.S., Education

EMPLOYMENT

4/90 to Present

BLACK AND VEATCH
1500 Meadow Lake Parkway
Kansas City, Missouri 64114
Assistant General Counsel

12/87-2/90

NORTH AND CHIONUMA
106 West 11th Street, Suite 1800
Kansas City, Missouri 64105
Associate Attorney

5/86-5/87

PANHANDLE EASTERN PIPELINE INC.,
Kansas City, Missouri 64141
Law Clerk

2/81-7/84
5/74-2/81

UNIVERSITY OF KANSAS
COLLEGE OF HEALTH SCIENCES & HOSPITAL
Kansas City, Kansas 66103
Associate Dean & Assistant Professor
Director of Student Financial Aid

Admitted To:

Missouri Bar - October, 1987
U.S. District Court Missouri - Western District

PUBLICATION

METROPOLITAN COMMUNITY COLLEGE DISTRICT
Kansas City, Missouri
Consultant. Developer of consumer education video text
(Modules 1-4) published by Cambridge Book Company, New
York, 1978. This national project involved a consortium of
community colleges.

HONORS & ACHIEVEMENTS

1990
1988

Board of Directors:
Ford Consumer Appeals Board
Big Brothers and Sisters, Inc. of
Kansas City, Missouri
Women's Leadership Institute
Urban Administration Fellowship,
National Schools of Public Administration

1984
1973

**PROFESSIONAL
MEMBERSHIPS**

Bar Associations:

Kansas City Metropolitan Bar,
Corporate Law Section
American Bar Association,
Employment and Labor Section
National Association of Black Women Attorneys
American Society of Public Administrators
Conference of Minority Public Administrators

PROFESSIONAL EXPERIENCES

BLACK AND VEATCH

Assistant General Counsel. Attorney in legal department of international engineering firm with major responsibilities in the following areas:

EMPLOYMENT AND LABOR

- Provides legal counsel and advice to human resources department of firm and subsidiaries serving over 4,100 employees.
- Analyzes and interprets state and federal laws affecting all aspects of the employment process: hiring-promotion-discharge.
- Researches legal issues and develops formal legal opinions of state and federal statutes.
- Develops personnel policies and procedures to comply with legal requirements of local, state and federal government regulations.
- Trains management through developmental presentation of programs covering Age Discrimination, Title VII of the Civil Rights Act and Sexual Harassment.
- Prepares written memoranda interpreting employment-based laws, regulations and court decisions.
- Meets, confers with and advises executive partners, regional managers and other high level officers regarding employment laws and issues.

CONTRACTS

- Drafts, interprets and negotiates legal agreements.
- Interprets and prepares legal opinions of state and federal legislative and regulatory affairs.

LICENSING AND REGISTRATION

- Supervises business registration and licensing activities of firm and subsidiaries.
- Analyzes laws in over 30 states to comply with statutory requirements for registration of business entities.

NORTH AND CHIONUMA

Associate Attorney. Associate in eight-attorney general practice firm with primary responsibilities in areas of administrative and regulatory, labor and employment and probate law.

- Negotiate labor agreements with service-oriented employee unions for major school district.
- Develop and present legal seminars for senior citizens in areas of living wills, age discrimination and probate law.
- Develop and argue management's position in employee grievance hearings.
- Argue plaintiffs position in employment discrimination actions (age, sex and race).

PANHANDLE EASTERN PIPELINE

Law Clerk. Research and development of legal memoranda involving general corporate, business and federal laws.

UNIVERSITY OF KANSAS, COLLEGE OF HEALTH SCIENCES & HOSPITAL

Associate Dean & Assistant Professor. Second ranking administrator for the School of Allied Health with operations, fiscal and human resources management responsibilities for nine departments with over 50 professional and support staff.

- Organize and manage operating budget of a major administrative unit of over \$2.5 million.
- Formulate, define and implement the annual goals and policies of the School.
- Advocate and promote recruitment of students for allied health sciences professions via special programs.
- Serve as a policymaking member of institution's administrative staff.
- Direct an administrative staff of four support positions with hiring/dismissal and evaluation tasks.
- Develop and teach graduate courses in management theory and organization.

Director of Student Financial Aid. Developer and chief administrator of student assistance office with programs totaling in excess of \$3 million and serving an enrollment of 1,000 professional students.

- Plan, organize and administer first centralized student financial aid office and operations.
- Interpret federal student aid regulations and develop institutional policies and procedures to comply with legal requirements.
- Develop institutional policies and procedures for awarding and disbursing over \$3 million in local, state and federal aid.
- Develop operations manual for student aid office and programs detailing application process, eligibility procedures, award policies and fund disbursement.

- Train staff in areas of student financial aid to effectively counsel and provide services to students.
- Counsel parents and students to advise of federal and state student aid programs.

REFERENCES UPON REQUEST

R.B. Robins
11800 Summit St.
K.C. Missouri 64114

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MS. MAGGIE WILLIAMS
CHIEF OF STAFF for
H. R. Clinton

THE WHITE HOUSE
1600 Pennsylvania
Washington, D.C.
20050

THE WHITE HOUSE

WASHINGTON

July 2, 1993

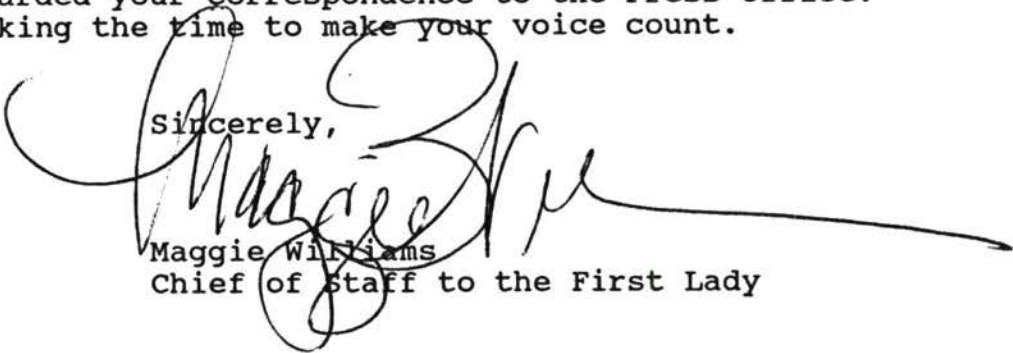
Mr. Jeffrey M. Rolick
241 Alexander St. #312
Rochester, NY 14607

Dear Mr. Rolick:

Thank you very much for your thoughtful letter. I appreciate your sharing with me the ideas regarding the "Ladies of Distinction" for the American Red Cross Disaster Relief Fund.

I have forwarded your correspondence to the Press Office. Thank you for taking the time to make your voice count.

Sincerely,



Maggie Williams

Chief of Staff to the First Lady

241 Alexander St.#312
Rochester, NY 14607
June 20th, 1993
Tel.(716)232-1424

Mrs. Maggie Williams
Chief of Staff-Office of the First Lady
The White House
Washington, D.C. 20500

Dear Mrs. Williams:

I am enclosing the following letter to Elizabeth Dole, the head of the Red Cross, regarding the "Ladies of Distinction" idea for the American Red Cross Disaster Relief Fund. Also, enclosed, a 1982 letter about First Ladies and the Red Cross, and a picture of Mrs. Roosevelt on the Red Cross, which I hope Mrs. Clinton will appreciate.

Please discuss this idea with both Mrs. Clinton, and Mrs. Dole. Please let me know the outcome. Millions of heartbroken disaster relief victims may profit, by your decision.

Thank you for your consideration.

Sincerely,


Jeffrey M. Rolick.

Enclosures:Dole letter, two exhibits.

241 Alexander St. #312
Rochester, NY 14607
June 20th, 1993
Tel(716)232-1424

Mrs. Elizabeth Dole
President
American Red Cross
Washington, D.C. 20006

Dear Mrs. Dole:

My name is Jeffrey M. Rolick from Rochester, New York, and I am writing you with an idea for raising money for the Red Cross Disaster Relief Fund.

Why not gather the following former First Ladies-Mrs. Onassis, Mrs. Johnson, Mrs. Nixon, Mrs. Ford, Mrs. Carter, Mrs. Reagan and Mrs. Bush- to the White House. There, you and Mrs. Millary Rodham Clinton, can chat informally with these notable women-"Ladies of Distinction"-about the role of the Red Cross, and how they each helped it, either during their husband's Senate careers, or in the White House.

The interview can be shot for a fifteen minute VHS tape cassette, complete with footage of how the Red Cross deals with disasters, such as last year's Hurricane Andrew. The tape can be sold nationally in stores or via a toll-free number.

In addition, these "Ladies of Distinction" could be posed against a Red Cross backdrop, facing front, or three-quarters, and this image could be sold as a button, poster, or a booklet.

Does this idea captivate you?

I'm enclosing a ten year old letter about former First Ladies and the Red Cross. Even Mrs. Roosevelt, whom Mrs. Clinton admires, did her part. Here's a chance for Mrs. Clinton and all her predecessors to do their part by helping relief victims.

Copies of this letter are also being forwarded to Mrs. Betty Calahan, in charge of Red Cross Public Support, and to Mrs. Clinton's chief of Staff, Maggie Williams.

Here's a chance for the public to help relief victims, and the Red Cross. I hope it meets your idea of a worthy idea for a worthy cause.

Write me at your earliest opportunity. I would love to work on it, with you, as a volunteer.

Sincerely,

Jeffrey M. Rolick
Jeffrey M. Rolick.

cc Maggie Williams, Betty Calahan.



National Headquarters
Washington, D.C. 20006

June 30, 1982

Dear Mr. Rolick:

We are enclosing 25 excerpts from The Red Cross Courier which contain mentions and/or photos of all the first ladies from Mrs. William Howard Taft to Mrs. Harry S. Truman. The magazine was discontinued in 1951, and, therefore, we do not have similar material for the first ladies since then. Mrs. John F. Kennedy, Mrs. Lyndon B. Johnson, and Mrs. Richard M. Nixon were all members, like Mrs. Truman had been, of the Senate Ladies Red Cross Unit when their husbands were Senators.

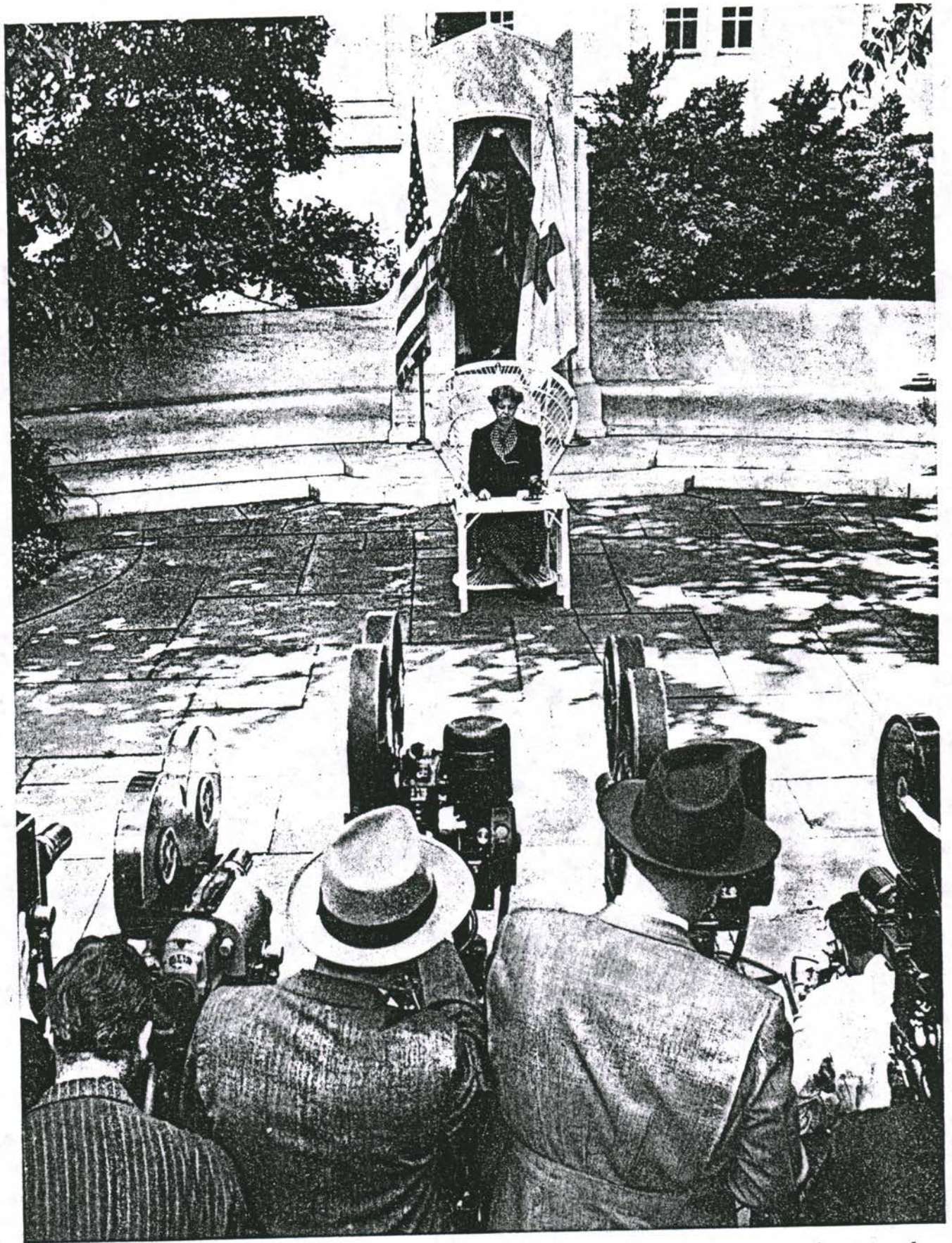
As you can see from the excerpts, Mrs. Franklin D. Roosevelt was the most active first lady in Red Cross activities. There is a small collection of photos of her, mainly on her 1943 trip to the South Pacific, in our photo files. Prints are \$6.00 each. There are no photos of recent first ladies in our files.

We hope the enclosed material is of interest to you and please let us know if you wish to order some prints.

Sincerely yours,


Rudolf A. Clemen, Jr.
Information Research
Specialist, Library

Mr. Jeffrey Rolick
241 Alexander Street
Apt. 215
Rochester, New York 14607



"There are more people homeless and in need of the care which only the Red Cross can give them than in any other period of recent history—" . . . Cameramen of the five newsreel companies record, for the vast moving picture audience, Mrs. Roosevelt's statement in support of the \$20,000,000 Red Cross war relief drive. Place: the garden of the Red Cross National Headquarters in Washington

THE WHITE HOUSE
WASHINGTON

June 4, 1993

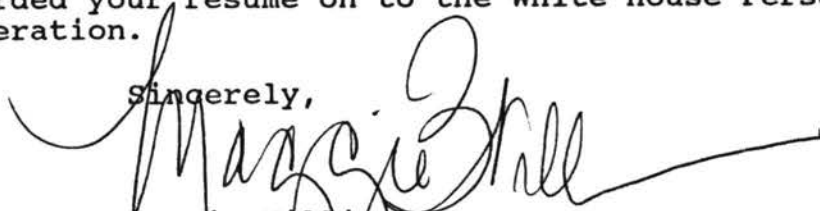
Ms. Shirley Sirota Rosenberg
116 Fourth Street, S.E.
Washington, D.C. 20003

Dear Ms. Rosenberg:

Thank you for your letter and expression of interest in working for the Clinton Administration. We are pleased to know that so many talented people are anxious to be a part of the team.

I have forwarded your resume on to the White House Personnel Office for consideration.

Sincerely,



Maggie Williams
Chief of Staff to the First Lady



SSR, Incorporated
Publications and Public Relations

116 Fourth Street, S.E.
Washington, D.C. 20003

202/543-1800

April 1, 1993

Ms. Margaret Williams
Office of Hillary Rodham Clinton
The White House
Washington, DC 20500

*File
Answer
Thanks
Will send
to personnel
HHS*

Dear Ms. Williams:

I am a writer and editor in the Washington, D.C., area with a great track record for communicating in Plain English.

It strikes me that, as Ms. Clinton starts readying the White House package on health care for release, the report of her task force might benefit from a wordsmith who can bring a fresh eye to the job of consolidating and communicating the group's recommendations to the public. Perhaps I can be that wordsmith.

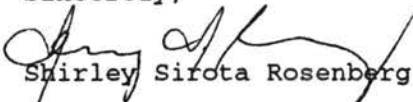
Attached are my credentials. You will note that, most recently, I have been working as the editor, writer, and consultant on a joint project of HHS's Maternal and Child Health Bureau, American Academy of Pediatrics, and Washington Business Group on Health. The subject matter: the points of agreement these three organizations have reached on health care for children.

Although I pride myself on being a generalist, with this latest assignment, my career seems to be coming full circle. For example, in the ten years before I set up my own editorial business in 1977, I was the senior speechwriter for Katherine Oettinger, chief of the Children's Bureau at the then-HEW, served as a writer and editor for a number of other top officials at the agency, and was Washington correspondent for Parents' Magazine.

In the years since I established SSR, Incorporated, my company became known for its ability to work closely with high-level commissions to produce reports that speak with one voice. My company brochure, a selected list of clients, some samples of their reactions to our work, and a list of Task Force reports are attached. Incidentally, I also teach what it is I do in the Publications Specialist Programs at both George Washington and Georgetown Universities.

Let me know if I can be of service in any way.

Sincerely,


Shirley Sirota Rosenberg



CLIENT COMMENTS

"You are wonderful! It's a delight to know that there are true pros like you that I can count on in a crisis."

"Thanks a million. We would never have gotten this off the ground without you."

"It is a pleasure to work with each one of you. Your individual skills contribute so much to the publication's editorial quality and appearance."

"Thank you for the extraordinary care, attention to detail, and artistry you and the staff continually give to our publications."

"I appreciate your care and expertise in shepherding text and graphics through each phase of the process."

"I don't know what we would have done without your professional expertise, style, flair, and perfectionist judgment."

"I so appreciate your standards and support."

"Many comments received on the excellent quality. Many thanks."

"A note cannot express my appreciation for your kind, beautiful, creative, and splendid service."

"Just a note to say, 'Well done!' Looks and reads real good."

"Your organization is everything you represented it to be. Your people are professional and more than competent, and I am delighted to have the opportunity to work with them."

"Thanks again for your hard work and patience. It certainly has paid off."

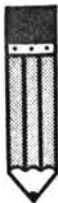
"Many thanks for a fine job. We're into our second printing-- seems we have a popular seller."

"Your work was superb, and I continue to refer associates to you."

"It's beautiful! Many thanks for your hard work and patience."

"Thanks a zillion!"

"Excellent! What more can I say?"



SSR, Incorporated
Publications and Public Relations

116 Fourth Street, S.E.
Washington, D.C. 20003

202/543-1800

1

SSR SELECTED CLIENTS

Advanced Marine Enterprises
American Bankers Association
American College of Cardiology
American Geophysical Union
American Home Economics Association
American Institute of Architects
American Petroleum Institute
American Red Cross

Columbia Hospital for Women
Congressional Task Force on Minorities, Women, and
People With Disabilities in Science and Engineering
Expert Panel on National Asthma Education Program
Federal Judicial Center
Gallaudet College
The Kennedy Institute
The MITRE Corporation

National Aeronautics and Space Administration
National Agribusiness Education Commission
National Air and Space Museum
National Center for Health Statistics
National Education Association
National Endowment for the Humanities
National Institutes of Health
Clinical Research Center
National Heart, Lung, and Blood Institute
National Rural Electric Cooperative Association
National Rural Utilities Consumer Finance Corporation
National Science Foundation
National Shrine of the Immaculate Conception
The NUS Corporation

Points of Light Foundation
Smithsonian Institution
Task Force on Agribusiness Education
Task Force on Alcohol Abuse and Alcoholism
Task Force on Women, Minorities, and the Handicapped in Science
and Technology
University of North Florida

U.S. Claims Court
U.S. Department of Defense, National Defense University
U.S. Department of Education, Office of Education Research and
Improvement
U.S. Department of Energy
Office of the Secretary, Office of Transportation
U.S. Department of Labor, Bureau of Labor-Management Relations
U.S. Department of State, Office of the Secretary

U.S. Department of Transportation, Office of the Secretary
U.S. Forest Service
U.S. Holocaust Memorial Council
U.S. Navy
 Naval Medical Data Center, Navy Historical Center, and
 Naval Sea Systems Command
U.S. Tax Court

The Washington Center
Westinghouse Health Systems
White House Advisory Conference on Library and Information
Sciences
World Bank



TASK FORCE STUDIES HANDLED BY SSR, INCORPORATED

Agribusiness Education in Transition: Strategies for Change
(National Agribusiness Education Commission, 1989)

Changing America: The New Face of Science and Engineering (Task
Force on Women, Minorities, and People With Disabilities in
Science and Technology, 1988)

Expert Panel Report: Guidelines for the Primary Physician to Use
in the Diagnosis and Management of Asthma (National Institutes of
Health, 1992)

First Special Report to the U.S. Congress on Alcohol and Health.
(National Institute of Alcohol Abuse and Alcoholism, 1972.
Reprinted as Alcohol and Health, Charles Scribner's and Sons, New
York)

Information 2000: Library and Information Services for the 21st
Century. (Summary Report of the 1991 White House Conference on
Library and Information Services, 1991)

A Meeting With the Universe (National Aeronautics and Space
Administration, 1982)

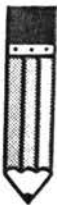
National Energy Transportation Study (Departments of Energy and
Transportation, 1980)

Only One Science (National Science Board, 1981)

Petroleum Supply Alternatives for the Northern Tier and Inland
States (Department of Energy, 1979)

Potential for Cost Reductions on Inland Transportation of U.S.
Coal Exports (Departments of Commerce, Energy, and State, 1983)

Stewardship of Legacy Resources. Report of the Department of
Defense to the United States Congress (in press).



SHIRLEY SIROTA ROSENBERG

Writer-Editor

QUALIFICATIONS

Solid experience as editor, writer, consultant, guest lecturer, and instructor in the field of publications. Frequently works closely with designers to conceptualize a publication, set up schedules, and then bring the document from concept to printed page. Track record has earned her a listing in Marquis' Who's Who in the East and Who's Who in Business and Finance.

CAREER HIGHLIGHT IN THE FIELD OF HEALTH

Consultant -- Kennedy Institute (for developmentally disabled children and adults); National Task Force on Minorities, Women, and the Handicapped in Science and Engineering; and Board of Directors, National Science Foundation.

Writer and Editor --

Writing, editing, and consultation on position statements of three major national organizations on universal health care for children.

Consulted and wrote for Parents' Magazine on implications of scientific, technical, and policy developments on child health in Washington, D. C.

Conceptualized text and basic design, then wrote and edited prototype publications for the National Heart, Lung, and Blood Institute on rare circulatory disorders.

Wrote speeches on federal policy for such top-level officials as Chief of the Children's Bureau; Deputy Associate Secretary for Population and Family Planning; Head, the Health Maintenance Organization; Director, National Institute on Alcohol Abuse and Alcoholism at the then-Department of Health, Education, and Welfare.

Researched and wrote 30 bylined, major features on physical and emotional well-being (mostly of children) for national consumer and trade magazines.

THE WHITE HOUSE

WASHINGTON

April 27, 1993

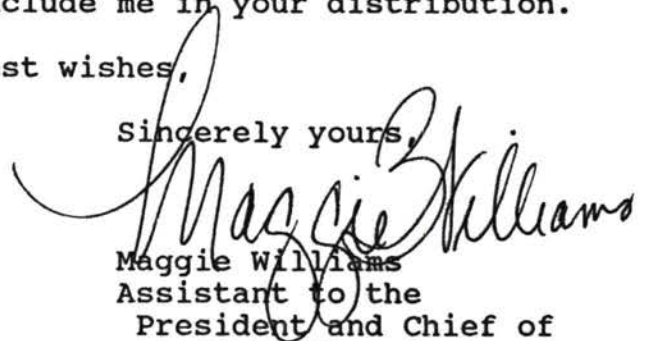
Mr. Marvin Runyon
Chief Executive Officer, PMG
United States Postal Service
475 L'Enfant Plaza, SW
Washington, DC 20620

Thank you so much for the I HAVE A
DREAM publication and collection of
stamps.

I thought the series was wonderful
and was delighted that you were kind
enough to include me in your distribution.

With best wishes,

Sincerely yours,



Maggie Williams
Assistant to the
President and Chief of
Staff to the First Lady

APRIL 21

DEAR MR. RUNYON:

Thank you so much for the I HAVE A DREAM publication and collection of stamps.

I thought the series was wonderful and was delighted that you were kind enough to include me in your distribution.

With best wishes,

Sincerely yours,



MARVIN RUNYON
CHIEF EXECUTIVE OFFICER, PMG

UNITED STATES POSTAL SERVICE
475 L'ENFANT PLAZA SW
WASHINGTON DC 20260-0010

March 31, 1993

Honorable Maggie Williams
Chief of Staff
Office of the First Lady
The White House
Washington, DC 20501-0001

Dear Ms. Williams:

It is my pleasure to present you with this copy of the Postal Service's I Have a Dream collection of stamps. This collection celebrates the accomplishments of African Americans, and includes an introduction by the late Alex Haley and twenty-eight portraits of distinguished leaders from all walks of life.

The Postal Service is working with Colgate-Palmolive to make the I Have a Dream collection available to the public as part of its "Models of Excellence" program. This effort honors prominent African Americans and will generate a \$100,000 donation to the United Negro College scholarship fund.

I want to thank you for your efforts to keep the dream alive and build on the strength of America's ethnic and cultural diversity.

Best regards,

