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August 12, 1975

Dear Mr. Villegas:

It was a pleasure for me to meet you and to learn about the newly-formed institute. I appreciate your sending me the brochures and I look forward to hearing more about your development, particularly with regard to your educational programs.

Thank you for sending your resume. I shall certainly review it and we'll stay in touch.

Sincerely yours,

Fernando E. C. De Baca  
Special Assistant to the President

Mr. Lou Villegas  
Deputy Director  
National Space Institute  
P. O. Box 23527  
L'Enfant Plaza  
Washington, D. C. 20024

mmd:d:8/11/75





# national space institute

August 1, 1975

*President*

Dr. Wernher von Braun

*Executive Director*

Charles C. Hewitt

*Deputy Director*

Lou Villegas

*Board of Governors*

Dr. Isaac Asimov

Alden G. Barber

Amb. Shirley Temple Black

Arthur C. Clarke

Hugh Downs

Sen. Barry Goldwater

Bob Hope

Dr. Robert Jastrow

John Johnson

Harold W. McGraw, Jr.

Sen. Frank E. Moss

Dr. Oskar Morgenstern

Hugh O'Brian

Dr. Melvin M. Payne

Gen. Samuel C. Phillips, USAF

Rev. Jeannette Piccard, Phd.

Rev. Francis B. Sayre, Jr.

Dr. Frederick Seitz

Rev. Fulton J. Sheen, D.D.

Rep. Olin E. Teague

Dr. James A. Van Allen

William Winpisinger

James B. Wyeth

The Honorable Fernando E.E. de Baca  
Special Assistant to the President  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Mr. de Baca:

I would like to take this opportunity to thank you for taking the time in your busy schedule to allow me to brief you on the newly-formed National Space Institute.

As you know, we successfully held our first annual board meeting in conjunction with the Apollo-Soyuz lift-off on July 15, 1975, at the Kennedy Space Center area in Florida. We are very pleased with the support that is developing to help us establish the Institute, and we look forward to developing our first educational programs in the near future.

I have enclosed two (2) new brochures on our organization, one which lists our Trustees as of July 7, 1975, and our public membership promotional brochure. In addition, per our conversation, I have enclosed my background resume for your review and evaluation as to my potential value to the President and you.

Sincerely,

NATIONAL SPACE INSTITUTE

Lou Villegas  
Deputy Director

LV/ma  
Enclosures (3)





**explore  
this!**



## explore the universe . .

The excitement of living in a new age—the incredible age of space—often eludes us. But it need not. Now the National Space Institute has been formed. It is the first nationwide organization of American citizens to deal exclusively with the exploration, utilization, and benefits of space.

That's an incredible statement in view of the fact that the United States has been actively engaged in space missions since 1957!

Yet the future of the U.S.—and of all people on this planet—is inextricably tied to the development of space. Many of our problems here on earth, such as housing, pollution, energy, and war can be solved or alleviated with a dynamic space program.

The fact that many politicians don't understand this is evident in their desire to abandon further space development until our domestic problems are solved.

You could imagine similar criticism in Spain in the 1490s: "Why are Ferdinand and Isabella giving all that money to that *loco* Columbus when they could build a good Armada or something?"

Now we have landed men on the moon and have sent unmanned ships to the planets. But that's hardly a job completed. It's just the beginning.

What comes next in space? What are our long-range goals? How can we make space pay off for the benefit of mankind?

These are serious questions beginning to be asked by a group of dedicated business executives who have started the National Space Institute and elected Dr. Wernher von Braun the first president. To make sure the institute truly represents Americans from all walks of life, membership is open to everyone.

We want **you** to join the National Space Institute. A small commitment for nominal dues and whatever time you care to spend will be rewarded many times over by sharing in the excitement of space development.

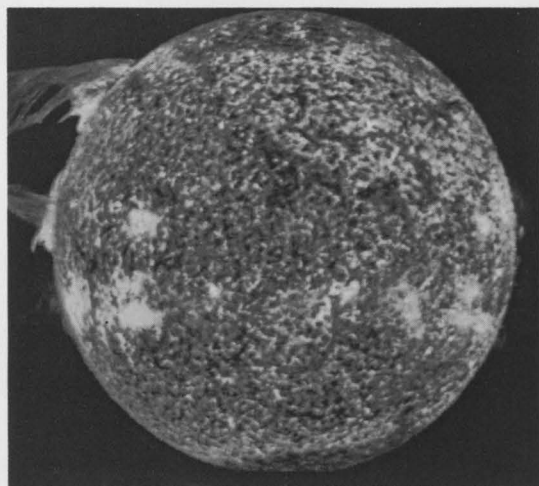
*Our future is inextricably tied such as housing, pollution, energy, and war can be solved or alleviated with a dynamic space program.*

# . thru the National Space Institute

## Purpose

The National Space Institute is a non-profit society of Americans which centers its activities around educational, scientific, and political guidelines designed to promote the exploration of space. As such, the NSI is dedicated to the promotion of the space program of the United States for the benefit of mankind.

The institute has a prime responsibility to inform its members, the citizens of the United States of all ages and in all walks of life, on the continuing need for space



exploration. The space program—our last frontier—is limited only by our imagination, ingenuity, and creativity. Hence, the NSI is the leading civilian organization in support of the space program of the United States of America.

## Objectives

The United States was thrown into the space race in 1957 when Sputnik roared its way into the consciousness of people throughout the world. Since then, the United States has attained leadership in space. The objectives of the NSI are to maintain and extend that leadership:

- By keeping America foremost in space exploration.

- By expanding and revitalizing the commitment that placed men on the moon.

- By continuing to harness the vast resources of the United States as we seek to develop the benefits of spaceflight for all mankind.

- By emphasizing to all Americans and their government the importance of spaceflight as it relates to our everyday lives and our national interest.

## Board of Governors

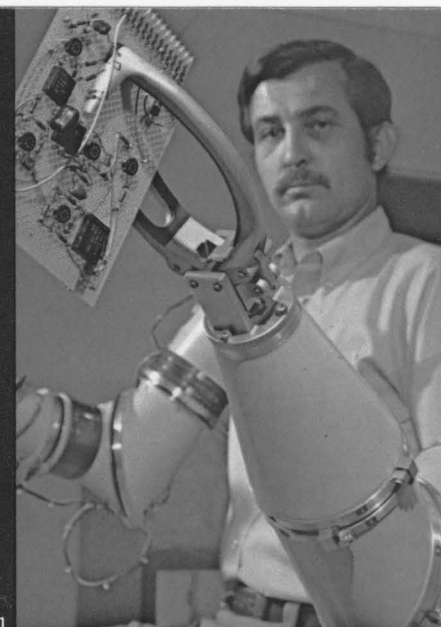
Just as the membership of the National Space Institute is composed of a cross-section of all Americans who want to see space explored, its board of governors consists of outstanding individuals in the fields of science, engineering, the arts, theater, government, the press, business, law, medicine, and other professions and occupations. The heads of the Boy Scouts of America, the National Geographic Society, and Ebony magazine, several senators and congressmen, leading scientists, actors, and other prominent men and women who are enthusiastic about space comprise the board and provide recommendations and guidance to the institute.

## Activities

Initially, the National Space Institute plans to concentrate in five areas:

1. **Special interest education**—to develop specialized data for special-interests such as meteorology, health, and agriculture.
2. **Applications research**—to demonstrate possible adaptations of space technology in such fields as energy, the environment, natural resources, and food production.
3. **Membership**—to stimulate space enthusiasts and elicit their response to key issues in new space programs.
4. **Communications**—to present the benefits of space programs to the media.
5. **Academic education**—to prepare comprehensive educational programs for high schools and universities.

*to the development of space. Problems  
energy, and war  
with a dynamic space program.*



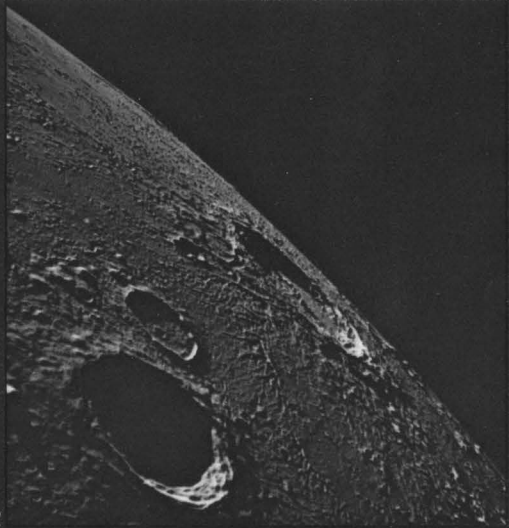
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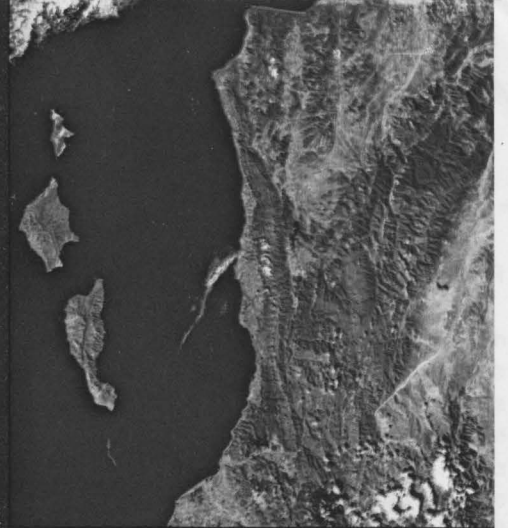
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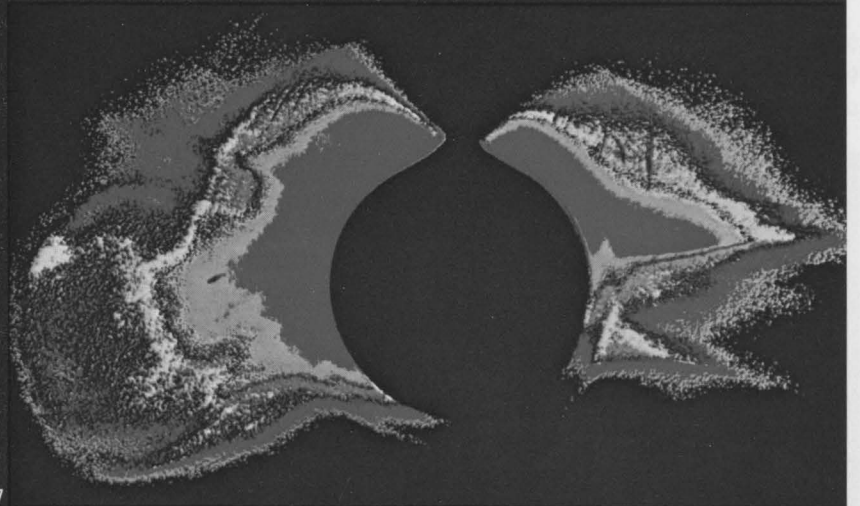
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7

**1** Space suit research leads to computerized mechanical arm for neurologically handicapped.

**2** Lunar horizon reveals "Ocean of Storms."

**3** Astronaut Evans spacewalks enroute to earth after last Apollo.

**4** Santa Barbara, Calif. area from 568 miles via Earth Resources Technology Satellite.

**5** Jupiter with Europa in foreground and scattered other moons (artist's conception).

**6** Moon boulder at Apollo 17 Taurus-Littrow Landing site is measured by astronaut Schmitt.

**7** Sun's outer atmosphere, or corona, is color-coded to distinguish levels of brightness.

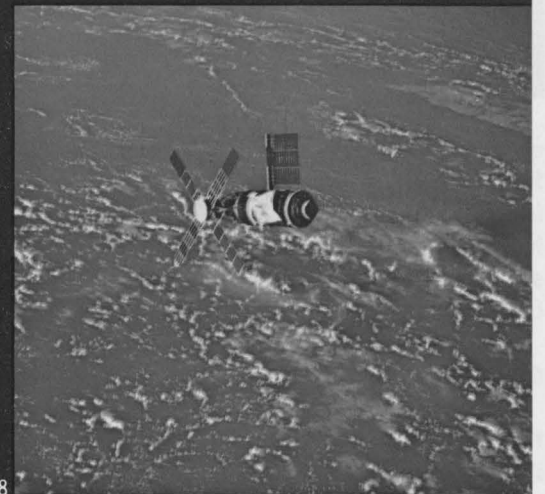
**8** Skylab space station taken from Command Module hovers over beclouded earth.

**9** Surgeons wear astronaut-type helmets and garments impermeable to bacteria.

**10** Remote sensing satellites detect corn blight from space.

**11** Lightweight breathing system for firemen is adapted from rocket motor cases.

**12** U.S. flag on moon points toward "half" earth.



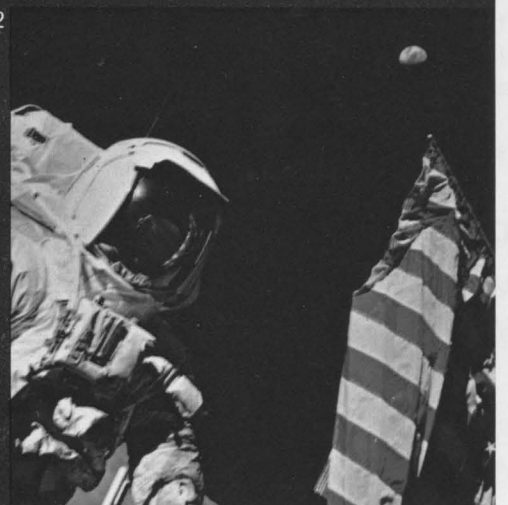
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# national space institute

## To the American Public:

Future historians aren't going to remember the last half of this century for its inflation, wars, or Watergate.

They'll remember it as the period when man left home for the first time.

But space voyages are decidedly limited now due to economic pressures. Critics say, "Wait until our domestic problems are solved."

We believe science and technology, spearheaded by a vigorous space program, can help solve America's domestic problems.

Benefits from space already have entered our daily lives to a far greater extent than most people realize. Advances in medicine, communications, earth resources, environmental monitoring, and thousands of new products and materials have given the U. S. technological leadership in the world today. The space program is essential to retaining that leadership.

The National Space Institute will play a key role in bringing educational programs and publications about space to the attention of the American public.

At the same time, the National Space Institute will provide a forum for the discussion and direction of space policy. We believe it essential that the public has a voice in the direction of the space program.

I hope you will participate in the exciting new National Space Institute.

Sincerely,

Wernher von Braun  
president

### *President*

Dr. Wernher von Braun

### *Executive Director*

Charles C. Hewitt

### *Board of Governors*

Alden G. Barber

Amb. Shirley Temple Black

Arthur C. Clarke

Hugh Downs

Sen. Barry Goldwater

Bob Hope

Dr. Robert Jastrow

John Johnson

Sen. Frank E. Moss

Dr. Oskar Morgenstern

Hugh O'Brian

Dr. Melvin M. Payne

Gen. Samuel C. Phillips

Dr. Jeannette Piccard

Rev. Francis B. Sayre

Dr. Frederick Seitz

Rev. Fulton J. Sheen

Rep. Olin E. Teague

Dr. James A. Van Allen

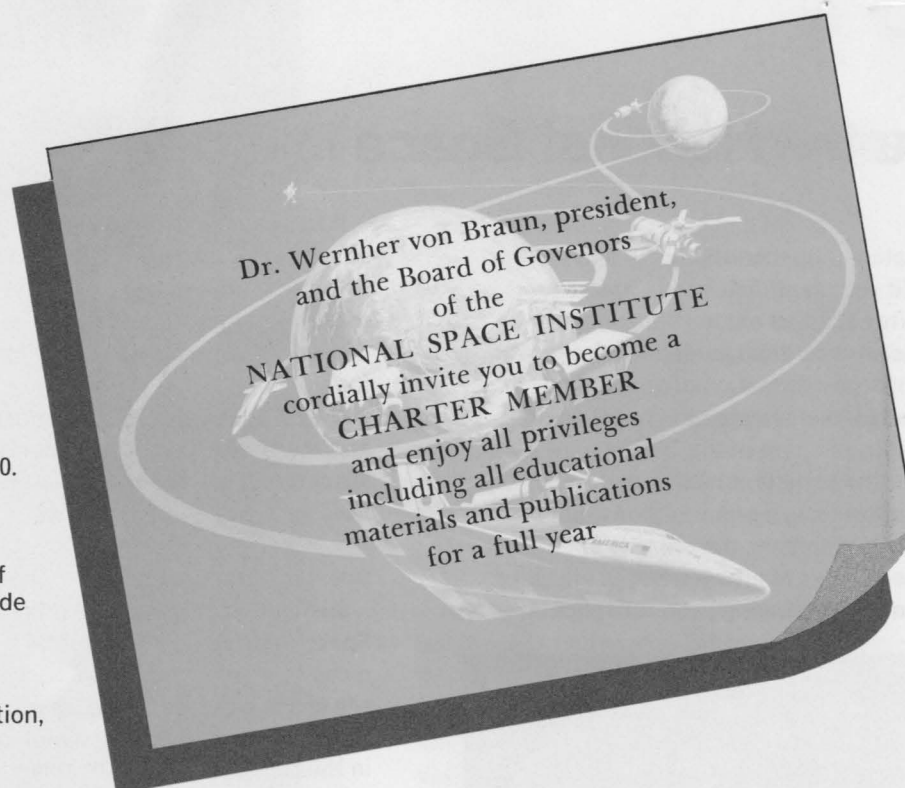
James B. Wyeth

## Your Opportunity to Explore Space

The National Space Institute offers a variety of classes of membership in an effort to enroll people from all walks of life:

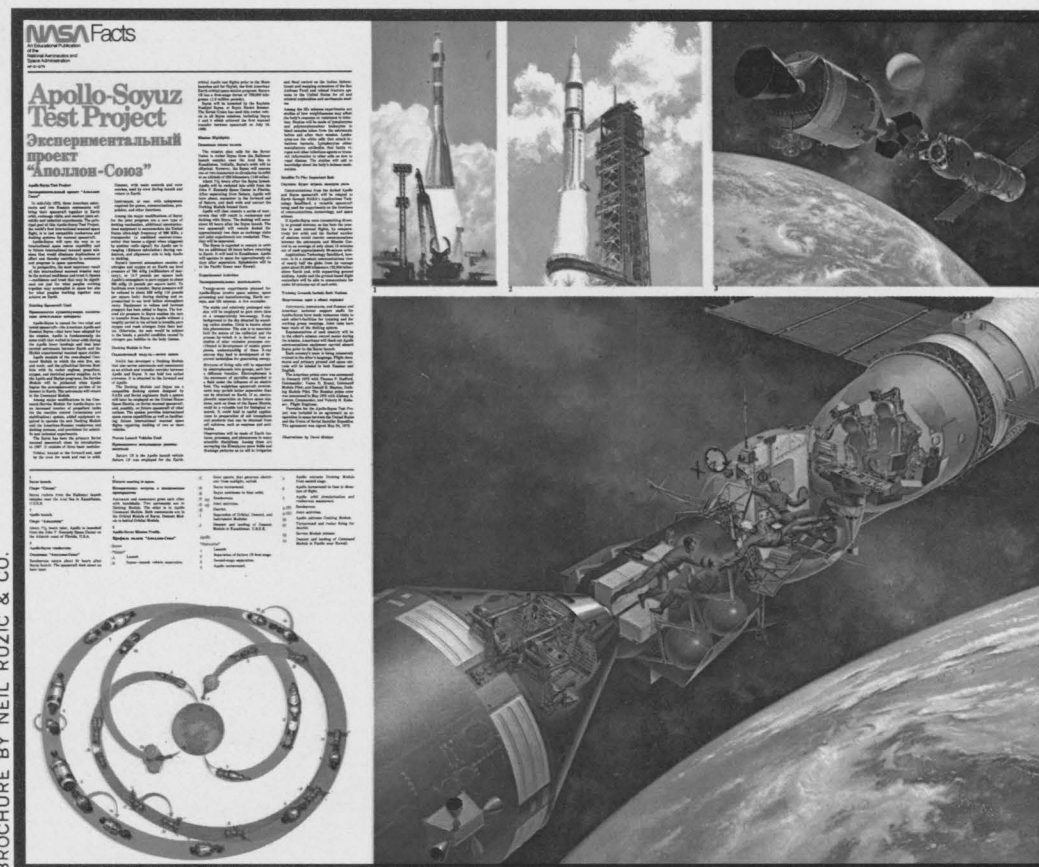
- ☐ **SENIOR MEMBERSHIP**, for adults including college students. Annual membership is \$15.
- ☐ **STUDENT MEMBERSHIP**, for students below the age of 18. Annual membership is \$9.
- ☐ **LIFE MEMBERSHIP**, for those who want to pay just once in their entire lifetime: \$100.
- ☐ **CORPORATE MEMBERSHIP**, for corporations, other companies, or associations. Cost based on type and size of organization. Corporate memberships include 10 senior individual memberships.

**Remember:** Because the National Space Institute is a non-profit educational and scientific organization, your cost of membership is fully tax deductible.



**national space institute**

P. O. 23527, L'Enfant Plaza  
Washington, D. C. 20024



BROCHURE BY NEIL RUZIC & CO.

## Yours Free!

An informative and attractive wall poster depicting and explaining the historic Apollo-Soyuz flight, this full-color official NASA document is truly a collector's item. Measuring 3½ x 4 feet, the colorful poster is suitable for display. Yours free with your membership fee, the poster is the first in a series of educational materials and publications to be made available to National Space Institute members.



# national space institute

Dr. Wernher von Braun  
President

## TRUSTEES

- Dr. Joseph P. Allen**  
Astronaut
- Robert Anderson**  
President, Chief Executive Officer  
Rockwell International
- Isaac Asimov**  
Author
- Alden Barber**  
Chief Executive  
Boy Scouts of America
- Alan L. Bean**  
Astronaut, Apollo 12, Skylab 3
- William B. Bergen**
- The Honorable Shirley Temple Black**  
U.S. Ambassador to Ghana
- Frank Borman**  
Astronaut, Gemini 7 & Apollo 8  
Chairman of the Board, President  
Eastern Air Lines
- Gene Bradley**  
The Boeing Company
- Vance D. Brand**  
Astronaut, ASTP
- Dr. George Bunker**  
Chairman of the Board  
Martin Marietta
- Governor Jack Campbell**  
President  
Federation of Rocky Mountain States
- Gerald P. Carr**  
Astronaut, Skylab 4
- Dr. Phillip K. Chapman**  
Astronaut  
Principal Research Scientist  
AVCO Everett Research Laboratories
- Ralph Clark**  
Vice President  
TRW Systems
- Arthur Clarke**  
Author
- Charles Conrad, Jr.**  
Astronaut, Gemini 5, Gemini 11,  
Apollo 12 & Skylab 2  
Vice President of Operations  
American Television and Communications
- Gordon Cooper**  
Astronaut, Mercury 9 and Gemini 5  
Defensive Driving, Inc.
- Walter Cunningham**  
Astronaut, Apollo 7  
President  
Hydro-Tech Development
- Harry S. Dawson, Jr.**  
System Planning Corporation
- Hugh Downs**  
President  
Raylin Productions
- Charles M. Duke, Jr.**  
Astronaut, Apollo 16
- Dr. Anthony England**  
Astronaut  
Regional Geophysics Group  
U.S. Geological Survey
- Ronald E. Evans**  
Astronaut, Apollo 17
- Fred Everett**  
Zone Manager  
Westinghouse Electric Corporation
- Dr. Owen K. Garriott**  
Astronaut, Skylab 3
- Joseph G. Gavin, Jr.**  
Chairman of the Board  
Grumman Aerospace Corporation
- Dr. Edward G. Gibson**  
Astronaut, Skylab 4  
Aerospace Corporation
- Dr. Robert R. Gilruth**  
Retired Director of  
Manned Space Flights
- Dr. Duane E. Graveline**  
Astronaut  
Vermont Department of Health
- The Honorable Barry Goldwater**  
United States Senator
- Daniel J. Haughton**  
Chairman of the Board  
Lockheed Aircraft Corporation
- Charles C. Hewitt**  
Executive Director  
National Space Institute
- Dr. Donald L. Holmquest**  
Astronaut  
Olin E. Teague Research Center  
Texas A&M University
- Bob Hope**  
Entertainer
- Mr. Richard E. Horner**  
President  
E. F. Johnson Company
- James B. Irwin**  
Astronaut, Apollo 15  
President  
High Flight Foundation
- Dr. Robert Jastrow**  
Director  
Goddard Institute for Space Studies
- John H. Johnson**  
President & Publisher  
Johnson Publishing Company
- Dr. Albert Kelley**  
Dean, School of Management  
Boston College
- Arthur F. Kelly**  
President & Chief Executive Officer  
Western Air Lines
- Governor H. Rex Lee**  
Chairman  
Public Service Satellite Consortium
- James A. Lovell**  
Astronaut, Gemini 7, Gemini 12  
Apollo 8 & Apollo 13  
President & Chief Executive Officer  
Bay Houston Towing Company
- Jack R. Lousma**  
Astronaut, Skylab 3
- James A. McDivitt**  
Astronaut, Gemini 4 & Apollo 9  
Vice President  
Pullman, Inc.
- Sanford McDonnell**  
President & Chief Executive Officer  
McDonnell-Douglas
- Harold W. McGraw, Jr.**  
President  
McGraw-Hill, Inc.
- Edgar D. Mitchell**  
Astronaut, Apollo 14  
President & Chairman of the Board  
Institute of Noetic Sciences
- Oskar Morgenstern**  
Chairman of the Board  
Mathematica, Inc.
- The Honorable Frank Moss**  
United States Senator
- Dr. Homer E. Newell**  
Retired NASA Associate  
Administrator
- Hugh O'Brian**  
Actor
- Dr. Thomas O. Paine**  
Senior Vice President  
General Electric Company
- Melvin Payne**  
President  
National Geographic Society
- Dr. Rocco A. Petrone**  
President & Chief Executive Officer  
National Center for Resource Recovery, Inc.
- Jno. G. Pew**  
Retired Senior Vice President  
Sun Oil Company
- General Samuel Phillips, USAF**  
Commander, Air Force Systems Command  
Andrews Air Force Base
- Reverend Jeannette Piccard, Ph.D.**
- William R. Pogue**  
Astronaut, Skylab 4
- Thomas G. Pownall**  
Vice President  
Martin Marietta
- Allen E. Puckett**  
Executive Vice President  
Hughes Aircraft Company
- Neil Ruzic**  
Publisher  
Neil Ruzic & Company
- Jim S. Sale**  
Executive Vice President  
Weber, Hall, Cobb & Caudle
- The Very Reverend Francis B. Sayre, Jr.**  
Dean, Washington Cathedral  
Mount Saint Alban
- Dr. Frederick Seitz**  
President  
Rockefeller University
- The Most Reverend Fulton J. Sheen, D.D.**  
Titular Archbishop of Newport
- Donald K. Slayton**  
Astronaut, ASTP
- Dr. George Solomon**  
Vice President  
TRW Systems
- John L. Swigert, Jr.**  
Astronaut, Apollo 13  
Executive Director  
Committee on Science & Technology  
U.S. House of Representatives
- Louis Szathmary, Ph.D.**  
Owner, Chef  
The Bakery
- The Honorable Olin E. Teague**  
United States House of Representatives
- Paul Thayer**  
Chairman of the Board  
LTV Corporation
- George Trimble**  
President  
Bunker Ramo Corporation
- Thomas Turner**  
Corporate Vice President  
Fairchild Industries
- Edward G. Uhl**  
President & Chief Executive Officer  
Fairchild Industries
- Dr. James A. Van Allen**  
Dept. Of Physics and Astronomy  
University of Iowa
- Dr. Wernher von Braun**  
Corporate Vice President  
Fairchild Industries
- T. F. Walkowicz**  
Chairman of the Board, President  
and Chief Executive Officer  
National Aviation Corporation
- T. A. Wilson**  
President  
The Boeing Company
- William Winpisinger**  
Resident Vice President  
International Association of Machinists  
and Aerospace Workers
- Benjamin Woodson**  
Chairman of the Board  
American General Life Insurance Co.
- James B. Wyeth**  
Artist



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File Location:

Fernando E.C. De Baca Files, box 12. Folder: National Space Institute

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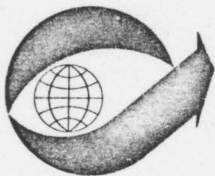
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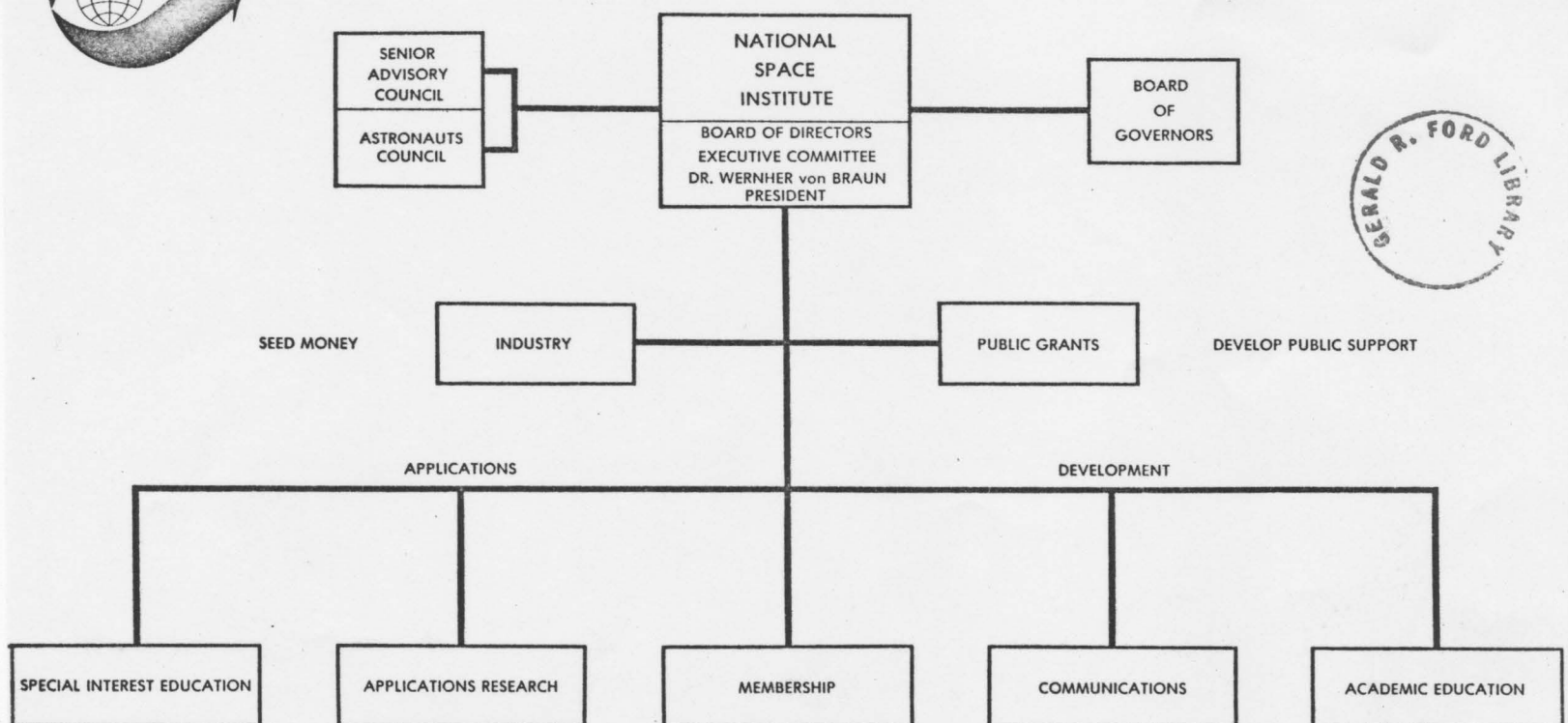
|            |                             |
|------------|-----------------------------|
| March 1975 | Deputy Director (Director)  |
| to         | National Space Institute    |
|            | Suite 3100 (P.O. Box 23527) |
|            | 470 L'Enfant Plaza East     |
| Present    | Washington, D.C. 20024      |

The National Space Institute is a non-profit, educational and scientific organization dedicated to communicating the benefits of our National Space Program to the American public. The Institute functions as a catalyst to coordinate potential users and technologists to review and research applications of space technology in their own specific fields of interest.

As Deputy Director I report to Dr. Wernher von Braun, President, and Charles C. Hewitt, Executive Director, and am responsible for helping to manage and establish the Institute and develop viable communication programs in the areas of public relations, government/industry relations, membership/trustee development, and space technology applications development programs.



national space institute



PROFESSIONAL EXPERIENCE

|             |                                                 |
|-------------|-------------------------------------------------|
| August 1974 | Vice President and Director                     |
| to          | Space Ventures, Incorporated                    |
| May 1975    | Rockwell International Corporation              |
|             | 500 East Carson Plaza Drive, Carson, California |

Currently serving as Vice President-Operations\* and responsible for management services, performance monitoring, coordination, loan packaging, technology utilization/applications for a small business investment company which provides "front end" equity and debt financing to those qualified small business requiring capital for both current operations and growth which relates primarily to business engaged in supporting the aerospace industry. Additional activities involve the development of commercial markets for space technology products and services. Requires interface with the United States Department of Commerce/Small Business Administration, Washington, D.C.

\*Serve part-time as requirements develop and work schedule permits.

|            |                                          |
|------------|------------------------------------------|
| July 1973  | Director of Development, Special Project |
| to         | North American Space Operations          |
| March 1975 | Rockwell International Corporation       |
|            | 1700 East Imperial Highway               |
|            | El Segundo, California                   |

Director of Development\* for a special project involving a new approach to demonstrating the benefits of the National Space Program to the American people. Coordinating action with the National Astronautics and Space Administration (NASA) Headquarters, Washington, D.C.; National Air and Space Museum, Smithsonian Institute; American Association of Museums, Washington, D.C.; National Space Association, Washington, D.C.\*\*; National Science Foundation; United States Department of Interior, United States Department of Education (HEW); Department of Commerce; Secretary of the Navy, Pentagon, Washington, D.C., California Chamber of Commerce; Congressmen, Washington, D.C., California State, County, and City Officials to establish a non-profit educational and scientific foundation in Southern California. Major vehicle would be the utilization of available space hardware, mockups and models, etc. A space information center facility would contain data relating to the benefits and application of space technology. Continuing educational programs would benefit students interested in engineering and space sciences. Key method of presenting the benefits of a continuing space program would be accomplished through the use of dynamic and entertaining exhibits of historical artifacts for the public/tourist visitors in Southern California. The foundation would be self-supporting and would serve to preserve our space history and honor the technical community.

It should be noted that this project concept was developed and researched by Lou Villegas and his wife, Mary, for one year (July 4, 1972 to July 4, 1973)



prior to Rockwell International involvement. This private study (not performed on company time and at no expense to Rockwell International) covered tourism trends, public interest in space program activities, space program hardware availability, growth trends in Southern California, and museum/tourist centers.

\*Serve part-time as requirements develop and work schedule permits.

\*\*Served as a loaned executive from Rockwell International, at NASA Headquarters request, for three months and functioned as Executive Director prior to the selection of a full time candidate. Continue to serve as advisor to the organization, at NASA Headquarters request. Made major contribution to the successful establishment of this new organization in Washington, D.C.

April 1972                      Manager, Management Visibility Systems and  
to                              Graphic Design, Documentation, Finance and  
March 1975                      Administration  
Rockwell International, Space Division  
12214 Lakewood Boulevard, Downey, California

As Manager of the Management Visibility Systems and Graphic Design department, consisting of 15 professional employees, and responsibility for the Space Shuttle Management Information Center (MIC) Operations Group, Division Briefing Coordination Group, Graphic Design Group, and the Design Engineering Inspection (DEI) Operations. These functions specifically involve graphic design and briefing coordination for the Space Shuttle Program, CSM Programs, and Division Management Council. The briefing coordination function requires assignments of personnel with project responsibility for contract presentation requirements. The Graphic Design Group is responsible for proposal design and packaging, special graphics, displays, and promotional literature. Other functions involve responsibility for the Division presentations facilities and accommodations in the Executive Conference Room, Assembly Room, Shuttle MIC, and the DEI Room. This also includes operational responsibility for management systems for the Space Shuttle Program Management Information Center (MIC) and the Design Engineering Inspection (DEI) Room, which incorporates Micro-Data Displays and Management Systems and Performance Displays. Requires managing direct (WBS) and indirect for major program technical and management reviews and Division marketing/public relations requirements.

Supervised the creative staff involved in preparing the winning Space Shuttle Orbiter Proposal contract. Personally responsible for proposal mockups, displays, management visibility and control systems, oral briefings, and documentation support requirements for the shuttle proposal, Vice President and Program Manager.

Currently responsible for providing executive management visibility for Division briefings, meeting and tours. Identify customer, congressional, and program/project related activities covering a two week schedule. Publish a



weekly Space Division Briefing/Meeting Calendar. This report has been established as the Division official historical management record of events.

|               |                                                  |
|---------------|--------------------------------------------------|
| December 1969 | Manager, Audio-Visual Operations, Administration |
| to            | Rockwell International, Space Division           |
| April 1972    | 12214 Lakewood Boulevard, Downey, California     |

Responsible for managing the Audio-Visual Operations department (Department 177 and Department 021) consisting of the Photographic Technology group, Film Presentations group and the Telephone Operations/Communications group. Required managing resources for contractual technical photographic documentation on the Apollo CSM and Saturn S-II programs. In addition, supporting engineering test programs with video and film documentation techniques for the acquisition of quantitative and qualitative test data. Motion pictures are developed and produced for new business and public relations requirements. Audio-visual documentation programs are produced for program requirements. Audio-Visual support is provided for executive and program management conferences. Responsible for the maintenance and operation, of the Division's Closed Circuit Television distribution system, GRID system (Graphic Retrieval and Information Display), and the Standard Frequency Distribution for engineering. Consult and review Division communication system requirements. Telephone Operations provides internal operator assistance, information services and data transmission at the Downey and Seal Beach Facilities. Also involved the coordination and exhibit management for the Division. In addition, managed the Division Display and Model Plan and coordination activities.

Specific management assignment was to evaluate this total department of 63 professional employees and reduce department operational costs. This function was a separate cost center requiring active project hours direct and indirect. Evaluation showed high maintenance and personnel staffing related to the Closed Circuit Television Operation. Based on my management and technical review, I was able to reduce the CCTV annual operational costs by \$190,000.00. In addition, I established video distribution system interfaces with a portable video tape system for low cost TV operations. An example of the results was the live television of the Apollo recoveries, which all employees witnessed in-plant at Downey and Seal Beach. In addition, obtained a resolution that Slow-Scan Video/Television was not practical or technically feasible for transmission of Phase B shuttle data. This action resulted in a \$39,000.00 cost savings.

The Engineering Drawing/Specification Release system for the Division was used in support of the Apollo CSM Program. I have been instrumental in securing proprietary data relating to the unique capabilities of the GRID System. This Graphic Retrieval and Information Display System offered potential Management/Engineering system expansion and commercial application. My personal recommendations stimulated Marketing action and Administration action relating to an executive management decision regarding future requirements for the system.



My Division exhibit management activities involved the coordination and proposition of an annual Division Display and Model Plan, approved by the Division President and supporting major program and new business activities/events like AFA and AIAA.

August 1969                      Manager, Division Promotion and Displays,  
to                                  Administration  
December 1969                  Rockwell International, Space Division  
12214 Lakewood Boulevard, Downey, California

Directly managed the Division Promotional Literature, Motion Pictures and Display and Model requirements and the project coordinating staff involved. Group coordinated marketing and advertising action items based on annual plan. Obtains technical input, develops practical exhibit, obtains cost and schedule estimates for comparison with overall plan. Coordinated Project Work Authorizations (Forms 3912-B) and monitored work performance. Represented Division at technical/public exhibits (AFA, AIAA, etc.) and managed overall Space Division booth operations (literature, films, slides, etc.). Coordinated plan for scheduling Division representation (Advanced Programs) at specific events. Confirm on-site objectives per plan (image) and expenses (invoices) for each specific exhibit. Maintained and scheduled maximum utilization of existing displays and models. Supported approved Public Relations requirements for displays highlighting the Apollo Program activity for community events.

Developed and managed the Divisions promotional films and literature plan in support of major program requirements and new business activities. Required matrix management of staff of approximately 30 people involved in documentation support requirements.

October 1968                    Chief, Marketing Promotion and Displays, Marketing  
to                                  Rockwell International, Space Division  
August 1969                    12214 Lakewood Boulevard, Downey, California

Responsible for the development of proposal data and promotional literature for new business activities within the Space Division. Included creation of brochures and other materials for sales presentations and provided direct proposal support in the area of special data and capability information. Required translation of marketing and sales strategy into meaningful marketing presentations, brochures, and films. Also was responsible for the development and appropriateness of Space Division displays at customer and public events. Was responsible for the Apollo Mockup display at the 1969 Paris Air Show. Required coordination with NASA Headquarters, United States Department of Commerce, United States Information Agency and the United States Air Force.



Responsible for organizing and supervising the graphic presentation art department, consisting of three graphic artists, involved in proposal, reports and briefing support for the Electro-Magnetic Systems Division. Coordinated and directed preparation of United States Air Force Missile Program briefings for



STL's executive management. Established work schedules and budget requirements for direct and indirect documentation and new business requirements. Division activities were transferred to San Bernardino Facilities.

February 1958  
to  
March 1961  
Coordinator/Technical Artist  
Rocketdyne Division, Rockwell International Corporation  
6633 Canoga Avenue, Canoga Park, California

Established briefing coordination function at Rocketdyne. Hired to work directly in engineering advanced design group, reporting to the manager of advanced design as the technical documentation project coordinator. Responsible for all formal executive management briefings and marketing documentation requirements. Involved development of advanced nuclear, liquid and solid rocket propulsion systems.

January 1955  
to  
February 1958  
Coordinator/Technical Illustrator  
Lockheed Aircraft Corporation  
2555 North Hollywood Way, Burbank, California

Assigned to the "Special Project" Engineering group preparing proposals and briefing presentations on various configurations of high performance aircraft. Selected to develop and coordinate activities relating to establishing and maintaining the F-104 Management Control Room and the Electra Management Control Room. Responsible for data displays cost, schedule and technical performance relating to these major programs.

February 1953  
to  
January 1955  
Senior Personnel Specialist  
1365th Photographic/Video Production Squadron  
Air Photographic and Charting Service/MATS  
United States Air Force  
Orlando Air Force Base, Orlando, Florida

Qualified Officers Candidate School. Performed senior personnel specialist activities, administrating and establishing the functional organization of the 1354th Video Production Squadron and Flight 1, Elgin Air Force Base, Florida.

June 1951  
to  
February 1953  
Assistant to the President  
South American Supply Company (Import-Export)  
4945 Carpenter Avenue, North Hollywood, California

Administrative Assistant in learning the import-export business with South America. Involved commercial, industrial, consumer products and military marketing activities. Personally involved in customer relations, tours and general administrative duties. Required interface with oil executives, foreign and United States Navy Commanders, Chamber of Commerce, United States State Department, government and community officials and foreign dignitaries. Korean War concluded business opportunities.



SPECIAL ACHIEVEMENTS

Advisor to the Board of Directors (served three months as interim  
Executive Director and Director of Development at NASA Headquarter, request)  
National Space Association, Washington, D.C.  
A non-profit educational foundation (August 1974 to Present)

Vice President and Director-Development (founder)  
American Space Institute a California nonprofit Educational and Scientific  
Foundation (1974 - Present)

Author and creator of  
Mexican Fiesta Village Development Project (Cultural and Economic Development)  
U. S. Copyright (1972)

Executive Advisor, Space Science Exploring Division, Boy Scouts of America,  
Post 864, Downey, California (1973 to Present)

Astronaut Personal Achievement Award/NASA "Snoopy" Award  
(October 1971)

Director and Co-Founder, Advanced Career Training (ACT)  
(1970 to Present)

ACT (Advanced Career Training is a program which not only gives a student valuable learning experience but also firsthand involvement in the industrial application of his skill. ACT offers training in fields such as electronics, photography, computer programming, publications and clerical functions. These careers will be in demand in the future in many business and especially at Rockwell International, where the Space Shuttle will be built. Rockwell benefits from the program by getting a preview of the talents of young prospective employees.

Working in conjunction with local high schools, students receive credit for completing classes. Classes are held at Rockwell International facilities every Tuesday and Thursday evening during the school year between the hours of 5:00 and 7:00. Bus transportation is provided by the school districts.

Skilled professionals with years of experience in their fields volunteer their time to give the students instruction and guidance in a "real world" environment. The students experience a working relationship, supervisor to employee, rather than academic or teacher to student.

With total student enrollment of over a thousand, the ACT Program is now in its fifth year at Rockwell's Autonetics, Rocketdyne, Atomics International, B-1, and Space Divisions.

The ACT Program has received national recognition for its outstanding success in helping to provide career awareness for high school students.



Outstanding Management Contributor - Space Trim Program Award  
(March 1970) \$189,099.00 Cost Savings

Executive Assistant to the President  
Program Manager, Special Events (6,000 members)  
Publishing Editor and Art Director - AFPA Magazine  
American Fighter Pilots Association (AFPA)  
(1963 to 1969)

Program Manager, Special Events (Las Vegas, Nevada) Tailhook Association,  
United States (1,000 members)  
Navy Carrier Pilots Association (1963 to 1966)

Author and Creative Director  
Published Space Art History Series  
Space-Art Advertising, United States Copyright (1962)

Illustrated Pictorial Dictionary of Missiles and Rockets published by  
Rocketdyne (1961)

Art Director, Harvard Business School Annual  
Harvard Business School  
(1960)



#### TRUSTEE INFORMATION

The National Space Institute is a non-profit educational and scientific organization dedicated to communicating the benefits of our national space program to the American public.

Membership in the National Space Institute is open to everyone who is interested in learning more about space technology and a continuing space program.

Membership contributions and grants to the National Space Institute are deductible from your federal income tax.

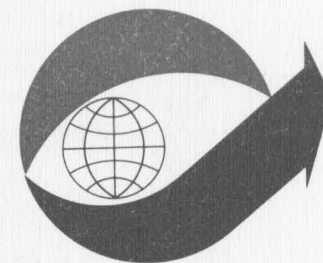
For trustee membership information please contact:

**Charles C. Hewitt**  
Executive Director  
National Space Institute  
P.O. Box 23527, L'Enfant Plaza  
Washington, D.C. 20024  
or  
Phone (202) 554-2654



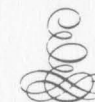
national space institute

P.O. Box 23527, L'Enfant Plaza  
Washington, D.C. 20024



national space institute

#### TRUSTEE MEMBERS



JULY 7, 1975



a non-profit educational  
and scientific organization



national space institute

## TRUSTEES

**Dr. Joseph P. Allen**  
Astronaut

**Robert Anderson**  
President, Chief Executive Officer  
Rockwell International

**Isaac Asimov**  
Author

**Alden Barber**  
Chief Executive  
Boy Scouts of America

**Alan L. Bean**  
Astronaut, Apollo 12, Skylab 3

**William B. Bergen**

**The Honorable Shirley Temple Black**  
U.S. Ambassador to Ghana

**Frank Borman**  
Astronaut, Gemini 7 & Apollo 8  
Chairman of the Board, President  
Eastern Air Lines

**Gene Bradley**  
The Boeing Company

**Vance D. Brand**  
Astronaut, ASTP

**Dr. George Bunker**  
Chairman of the Board  
Martin Marietta

**Governor Jack Campbell**  
President  
Federation of Rocky Mountain States

**Gerald P. Carr**  
Astronaut, Skylab 4

**Dr. Phillip K. Chapman**  
Astronaut  
Principal Research Scientist  
AVCO Everett Research Laboratories

**Ralph Clark**  
Vice President  
TRW Systems

**Arthur Clarke**  
Author

**Charles Conrad, Jr.**  
Astronaut, Gemini 5, Gemini 11,  
Apollo 12 & Skylab 2  
Vice President of Operations  
American Television and Communications

**Gordon Cooper**  
Astronaut, Mercury 9 and Gemini 5  
Defensive Driving, Inc.

**Walter Cunningham**  
Astronaut, Apollo 7  
President  
Hydro-Tech Development

**Harry S. Dawson, Jr.**  
System Planning Corporation

**Hugh Downs**  
President  
Raylin Productions

**Charles M. Duke, Jr.**  
Astronaut, Apollo 16

**Dr. Anthony England**  
Astronaut  
Regional Geophysics Group  
U.S. Geological Survey

**Ronald E. Evans**  
Astronaut, Apollo 17

**Fred Everett**  
Zone Manager  
Westinghouse Electric Corporation

**Dr. Owen K. Garriott**  
Astronaut, Skylab 3

**Joseph G. Gavin, Jr.**  
Chairman of the Board  
Grumman Aerospace Corporation

**Dr. Edward G. Gibson**  
Astronaut, Skylab 4  
Aerospace Corporation

**Dr. Robert R. Gilruth**  
Retired Director of  
Manned Space Flights

**Dr. Duane E. Graveline**  
Astronaut  
Vermont Department of Health

**The Honorable Barry Goldwater**  
United States Senator

**Daniel J. Haughton**  
Chairman of the Board  
Lockheed Aircraft Corporation

**Charles C. Hewitt**  
Executive Director  
National Space Institute

**Dr. Donald L. Holmquest**  
Astronaut  
Olin E. Teague Research Center  
Texas A&M University

**Bob Hope**  
Entertainer

**Mr. Richard E. Horner**  
President  
E. F. Johnson Company

**James B. Irwin**  
Astronaut, Apollo 15  
President  
High Flight Foundation

**Dr. Robert Jastrow**  
Director  
Goddard Institute for Space Studies

**John H. Johnson**  
President & Publisher  
Johnson Publishing Company

**Dr. Albert Kelley**  
Dean, School of Management  
Boston College

**Arthur F. Kelly**  
President & Chief Executive Officer  
Western Air Lines

**Governor H. Rex Lee**  
Chairman  
Public Service Satellite Consortium

**James A. Lovell**  
Astronaut, Gemini 7, Gemini 12  
Apollo 8 & Apollo 13  
President & Chief Executive Officer  
Bay Houston Towing Company

**Jack R. Lousma**  
Astronaut, Skylab 3

**James A. McDivitt**  
Astronaut, Gemini 4 & Apollo 9  
Vice President  
Pullman, Inc.

**Sanford McDonnell**  
President & Chief Executive Officer  
McDonnell-Douglas

**Harold W. McGraw, Jr.**  
President  
McGraw-Hill, Inc.

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Astronaut, Apollo 14  
President & Chairman of the Board  
Institute of Noetic Sciences

**Oskar Morgenstern**  
Chairman of the Board  
Mathematica, Inc.

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United States Senator

**Dr. Homer E. Newell**  
Retired NASA Associate  
Administrator

**Hugh O'Brian**  
Actor

**Dr. Thomas O. Paine**  
Senior Vice President  
General Electric Company

**Melvin Payne**  
President  
National Geographic Society

**Dr. Rocco A. Petrone**  
President & Chief Executive Officer  
National Center for Resource Recovery, Inc.

**Jno. G. Pew**  
Retired Senior Vice President  
Sun Oil Company

**General Samuel Phillips, USAF**  
Commander, Air Force Systems Command  
Andrews Air Force Base

**Reverend Jeannette Piccard, Ph.D.**

**William R. Pogue**  
Astronaut, Skylab 4

**Thomas G. Pownall**  
Vice President  
Martin Marietta

**Allen E. Puckett**  
Executive Vice President  
Hughes Aircraft Company

**Neil Ruzic**  
Publisher  
Neil Ruzic & Company

**Dr. Wernher von Braun**  
President

**Jim S. Sale**  
Executive Vice President  
Weber, Hall, Cobb & Caudle

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Dean, Washington Cathedral  
Mount Saint Alban

**Dr. Frederick Seitz**  
President  
Rockefeller University

**The Most Reverend Fulton J. Sheen, D.D.**  
Titular Archbishop of Newport

**Donald K. Slayton**  
Astronaut, ASTP

**Dr. George Solomon**  
Vice President  
TRW Systems

**John L. Swigert, Jr.**  
Astronaut, Apollo 13  
Executive Director  
Committee on Science & Technology  
U.S. House of Representatives

**Louis Szathmary, Ph.D.**  
Owner, Chef  
The Bakery

**The Honorable Olin E. Teague**  
United States House of Representatives

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Chairman of the Board  
LTV Corporation

**George Trimble**  
President  
Bunker Ramo Corporation

**Thomas Turner**  
Corporate Vice President  
Fairchild Industries

**Edward G. Uhl**  
President & Chief Executive Officer  
Fairchild Industries

**Dr. James A. Van Allen**  
Dept. Of Physics and Astronomy  
University of Iowa

**Dr. Wernher von Braun**  
Corporate Vice President  
Fairchild Industries

**T. F. Walkowicz**  
Chairman of the Board, President  
and Chief Executive Officer  
National Aviation Corporation

**T. A. Wilson**  
President  
The Boeing Company

**William Winpisinger**  
Resident Vice President  
International Association of Machinists  
and Aerospace Workers

**Benjamin Woodson**  
Chairman of the Board  
American General Life Insurance Co.

**James B. Wyeth**  
Artist