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SUPPLEMENT

GRADUATE RESEARCH CENTER OF THE SOUTHWEST  
DALLAS 5, TEXAS

DEVELOPMENT OFFICE

MEMORANDUM

September 2, 1964

TO:

J. Henson  
A. Mitchell  
L. Eveleth  
J. Robottom  
R. Lipscomb  
G. R. Brown

Pat Jackson  
Pat Atmar  
Sibyl Jones

FROM: J. S. Triolo

SUBJECT: Building Dedication Plans, October 29, 1964

The attached memorandum covers our major plans and an outline of responsibilities for the building dedication on October 29. The memo shows functions and plans that are considered, major responsibilities and their schedule for completion.

As you know, a great deal of pre-planning is required to make functions, such as the dedication of The Founders Building, run smoothly and efficiently. Therefore, should you discover any functions which are either omitted, or as included you feel are unnecessary, please advise me.

I should like to ask each person to whom this memo is addressed to meet to discuss these plans in the conference room on Friday, September 4, 11:00 am. Please bring your copy of the plans with you.

Thank you.



JST:jh  
cc: Dr. Godbold, Mr. Stohl

BUILDING DEDICATION PLANS - October 29, 1964

Functions - Schedules - Responsibilities

FUNCTION	JAMES S. TRIOLO	
	Start	Complete
1. <u>Invitations to Special Guests</u> -- prepare guest list; prepare and mail invitations, reply cards, return envelopes; process responses. (Invitations to 5 other S/W governors depends on availability of John Connally.)	9-1	10-15
2. <u>Public Attendance at Ceremony</u> -- check Dallas C of C to determine estimated public attendance; determine potential sources for congratulatory floral displays to be donated.	9-1	9-10
3. <u>Receptionists for Ceremony</u> -- make arrangements for Mr. Eveleth to preside as Host... along with several hostesses.	9-10	10-15
4. <u>Tour Guides</u> -- Make arrangements for Mr. Robottom to preside over tours. Special Guests will require more technical tour... General Public will require general direction with less attention. Provide name tags for tour guides if needed.	9-10	10-15
5. <u>VIP accomodations</u> -- coordinate with Pat Jackson... Board of Directors, Speakers at Ceremony, Distinguished Visitors, Governors, etc.	9-15	10-22
6. <u>Coronelli Globe</u> -- coordinate move of globe with Bob Moody.		
7. <u>Center Hall Art Display</u> ---check propriety of art display (art done by Center personnel) coordinate through Don Rebok and Sibyl Jones	9-8	10-16
8. <u>Participation of Dallas Womens Group</u> -- check possibility of "Ladies Auxiliary" group... coordinate through Pat Atmar and Sibyl Jones.	9-8	10-22

BUILDING DEDICATION PLANS - October 29, 1964

Functions - Schedules - Responsibilities

FUNCTION	RTLipscomb & Start	GRBrown Complete
1. Copy and Layout for Invitations --copy for invitations, reply cards, return envelopes for approval and action.	8-28	9-4
2. <u>Dedicatory Plaque</u> --- copy for plaque (guarantors and workers) to be submitted to Green, Jonsson and McDermott for approval. Final plaque production completed (cast & ready to hang)	8-28	9-2
3. <u>Dallas Founding Fund "Golden Book"</u> ---		
a. Compile complete donor/worker list	8-28	9-4
b. Submit names (with sample cover page) to each individual to check correctness of style and spelling... also willingness to be listed in book.	9-8	10-15
c. Produce book	9-15	10-26
4. <u>Dedication Program</u>		
a. Establish initial layout design and copy for program	9-1	9-10
b. Gather information on building layout and equipment lists	9-4	9-20
c. Production and Printing	10-5	10-26
5. <u>General Literature</u>		
a. Establish initial layout design and copy for general brochure	9-1	9-10
b. Production and printing	9-14	9-28

BUILDING DEDICATION PLANS - October 29, 1964

Functions - Schedules - Responsibilities

FUNCTION	Start	Al Mitchell Complete
1. <del>Guest List for Members of the Press</del>	✓ 9-1	10-15
2. Moon Display -- Coordinate physical details with John Henson NASA-Ranger, 7 photos will be available from Ross Peavey		10-22
3. <del>Check availability of donated sound system for programs.</del> <del>Coordinate physical details with John Henson</del>	OK 10-6	10-22
4. Promotional ("handout") literature Lipscomb handling initial steps	NEED TERM BLOCK	✓ 10-22 OK
5. Photo coverage of ceremony for Center	AD5-4004 - Congerok	✓ 10-26 <u>Fred Sk...</u> <u>Handed?</u>
6. <del>Press release announcing dedication</del>	MAILING 10-7-64	✓ 10-15
7. Press conference and briefing day of ceremony	NEED PLACARDS - CAN TYPE OVERTSIZE FOR 14-15 "BINS" OF PRESS KIT	✓ 10-29
8. Arrangements for TV coverage -- local, regional, national		✓ 10-19

*Memo*

*Memo*

*K12-3577 - JSE Durham  
1000+ Phone patch - Jud Good?*

*TV numbers  
address*

BUILDING DEDICATION PLANS - October 29, 1964

Functions - Schedules - Responsibilities

John Henson

FUNCTION

Start

Complete

- |  |  |       |
|--|--|-------|
| 1. Luncheon Arrangements and coffee service  |  | 10-22 |
| 2. Room layout for Directors Meeting (Pat Jackson)   |  | 10-20 |
| 3. Alternate plan for Dedication in case of rain   |  |       |
| a. Potential use of tent -- cover cost (if needed) with insurance  |  | 10-1  |
| b. Potential move to indoors locatinn  |  | 10-1  |
| 4. Traffic control and parking arrangements  |  | 10-26 |
| 5. Equipment rental -- chairs, tables, drapes, etc.  |  | 10-26 |
| 6. Identification signs to direct visitors during tours, both private and public;<br>internal traffic control (ropes for restricted areas) |  | 10-26 |
| 7. Platform for press photographers and TV cameras (Portable?)   |  | 10-27 |
| 8. Physical layout for building foyer (for best first impression)<br>coordinate with architect, and Sibyl Jones                            |  | 10-8  |

Copies to GRB - S. J. & JST

ATM - For your files -

U  
9-15

Draft notes on display areas for dedication

September 14, 1964

FROM: Rick Lipscomb *RTL*,

1. General comments - attached are two quick sketches of the upper and lower lobbies including the north-south inter-connecting hallway between the lobbies. Placement of the major display items for the dedication is noted on these sketches.

2. Marcus Painting - the suggested placement of this painting is centered on the east wall on the ground floor lobby with furniture placement as follows:

a side chair, lamp table and lamp on either side of the painting against the wall. Large couch facing east (toward the painting) approximately in line with north-south corridor wall.

3. Dedication plaque centered on the west wall of main lobby, ground floor. West wall groupings include reception desk, two or three small chairs, and a table for guest register.

4. Art display - depending on number of paintings available, art display could be on east wall of north-south corridor with additional paintings on west wall if available.

5. Sperry-Rand moon model temporarily set up in north lower lobby, centered on north-south corridor, to be visible from front entrance.

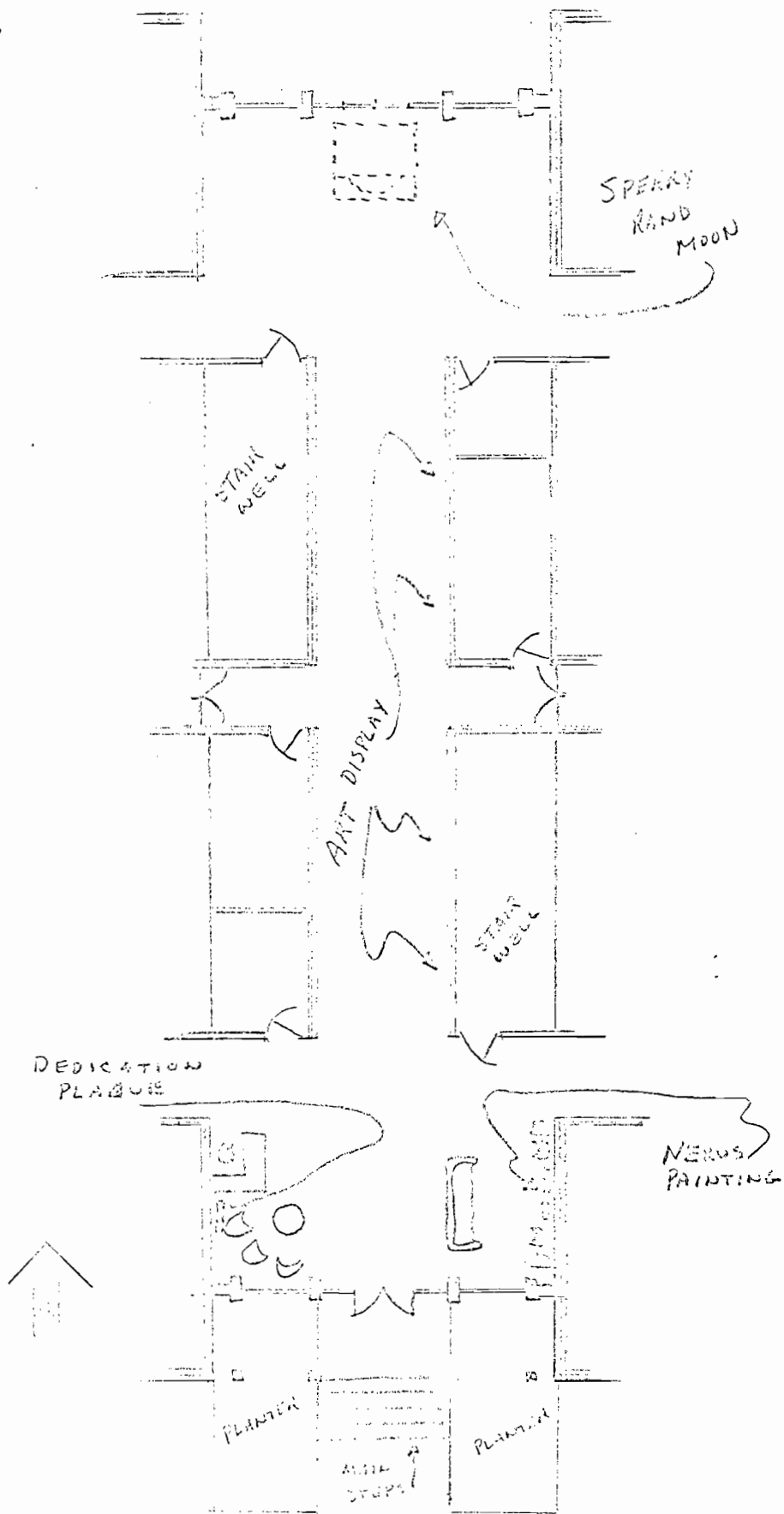
6. Second floor - south lobby, Coronelli globe centered in this lobby with appropriate guard rails or ropes for "hands off" purposes.

7. Second floor - north lobby, display of Ranger moon photos  
Ranger model if available.

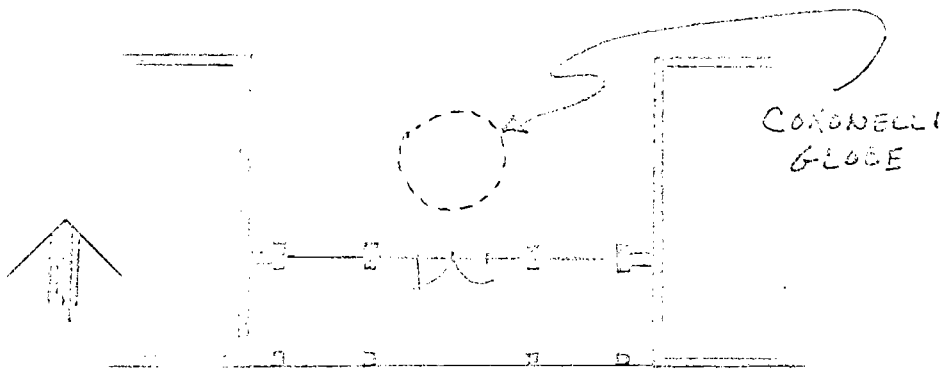
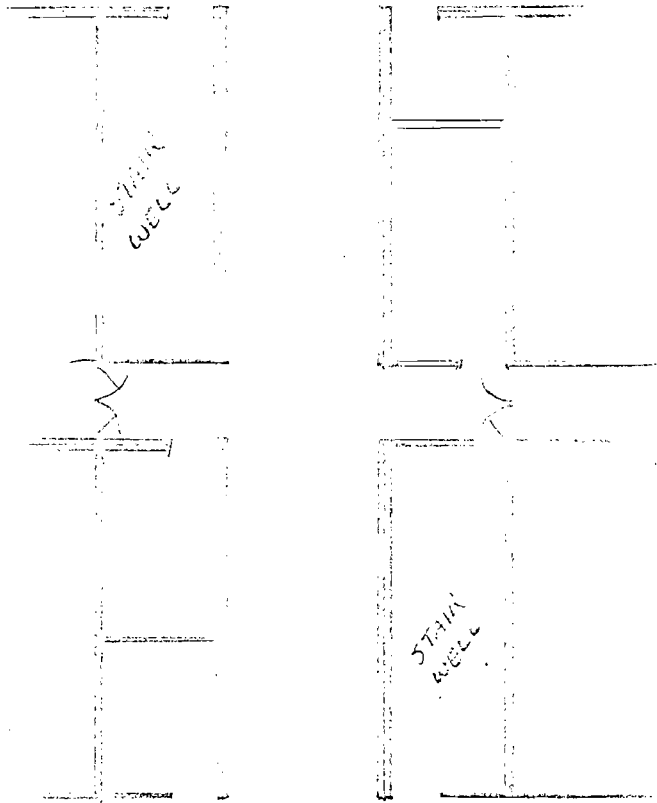
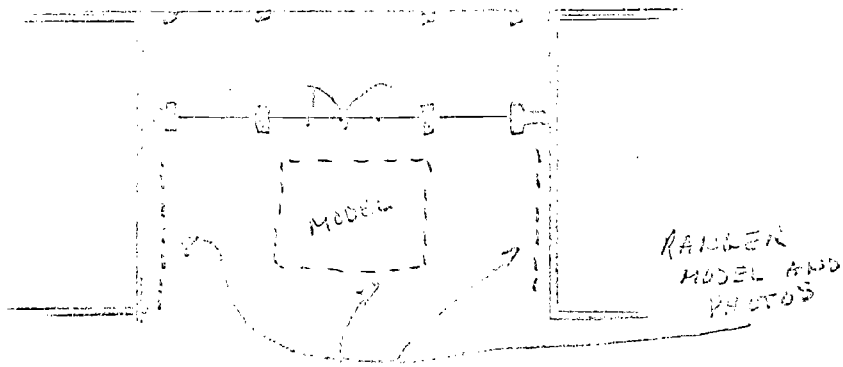
8. Traffic - the Marcus painting should have the number one billing in the front lobby. Art display and moon model will give a natural traffic flow from the lobby to other parts of the building and be adjacent to two main stair wells to simplify vertical traffic through the building. Coronelli globe will be adjacent to executive offices and will compliment the Ranger display on the second floor. Additionally the Ranger model is in a position to divert traffic from the cafeteria if required.

9. If possible, additional displays of equipment built by the Center can be placed in vacant lab spaces (Molecular Genetics) in northeast section of second floor.

RTL:jh



GROUND FLOOR



SECOND FLOOR



**MEMORANDUM**

**September 29, 1964**

**TO: J. S. T - GRB - ATM**

**From: Rick Lipscomb**

**Subject: Dedication Budget Review**

The list attached is intended to review expenses both estimated and committed for the dedication. Estimates for various cost items are listed for projects of the Development office as well as other functions within the Center. Vendors and purchase orders issued are listed (as known) to show cost commitments to date.

You will find this estimated budget has grown a bit when compared to the initial estimate. There may be items left off this list now, or items which may be added.

**Summary:**

<b>Estimated costs from Development</b>	<b>\$2,235</b>
<b>Estimated costs from other departments</b>	<b><u>1,885</u></b>
<b>Total Estimates (9/29/64)</b>	<b>\$4,120</b>

**RTL:jh**

Dedication Budget Review 9/29/64

Item	Cost Estimates		Vendor	P. O. issued
	(Dev.)	(other)		
Invitation	\$300 (+)		Padgett	\$300.00
Postage				
2000 @ 5¢	100			
NEXUS Plaque	13		Stanton	12.50
Founders Plaque	130		Trinity Brass	130.00
Founders Book				
letters	10			10.00
Founders Book	462		Padgett	440.00
Programs (2500)	500			
General				
Brochure (2500)	500			
Receptionist &				
Host tags (100)	20			
Still Photographer	50			
Press Kits (100)	100			
*Press Room	---			
Guest				
Register	50			
Sub	\$2235			\$892.50
Lunch (300 @\$2.00)		\$600		
Refreshments		75		
Tent (60x120)		450		
Ground Cover (sawdust)		100		
Chairs		100		
Speakers stand &				
Rostrum		150		
Camera platform		40		
Traffic Control				
Parking Assistance		40		
Outside signs		75		
Inside signs		25		
Temporary sign (Campbell)		200		
First Aid (Nurse, etc.)		30		
Sub		\$1885		?

\*Press Room - no cost involved . . . supply paper, typewriters, furniture and room in which press can meet and work.

RTL:jh

INFORMATION MEMO

October 15, 1964

TO: J. S. Triolo, A. T. Mitchell, G. R. Brown

FROM: Rick Lipscomb

*Rick*

Recap of conversation with Bill Stinson in Governor Connally's Office,  
10:00 am, Thursday, October 15, 1964.

**Speech** - Connally normally does not title his speeches. Stinson suggests the program should read - "Principal Address."  
Stinson requested background material on the Center so he could have sufficient information from which to draft a speech. Stinson also requested that we supply him with indications which will guide the writing of Connally's address.  
Stinson will bring advance copy of speech with him.

**Introduction** - Stinson requested that Erik Jonsson give a 'personalized' introduction -- that is, do say 'This is a man I know, a good man, a good governor, etc.'  
Do not give complete run-down of Governor as "born in Wilson County into a family of seven children, raised on a peanut farm etc..."

**Logistics** - (1) Governor will arrive at campus at about 12:30 and will appreciate tour possibly directed by Erik Jonsson or someone of appropriate position at the Center.  
(2) Connally has speaking engagement in Oklahoma later on Thursday and must leave as soon as dedication is over at 3:00 pm.  
(3) Connally will plan to attend luncheon at 1:00 pm before ceremony commences.  
(4) Connally will supply his own transportation and requires no hotel room on this trip.

**Protocol** - Stinson suggests that Connally be seated at immediate left of rostrum with JEJ at right of rostrum (looking from back of platform toward audience).

**Other** - (1) Stinson is sending picture of Connally to me for our use if needed.  
(2) I will get letter out today giving: A. directions to campus, B. literature on Center (Annual Report, Advance, Community of Scholars, Identity & Mission), C. skeleton outline of possible direction of Connally's talk suggesting Center is an organization which is implementing objectives of Governor's program for Higher Education in the region, D. schedule of entire day and time break-down on the Dedication ceremony itself. E. Copy of program as it will be printed.

MEMORANDUM

October 19, 1964

TO: The Faculty and Staff

FROM: L. V. Berkner

SUBJECT: Dedication of the Founders Building, October 29, 1964

All members of the staff and faculty of the Center, and their families, are cordially invited to attend the dedication ceremonies which will begin at 2:00 p. m., October 29 in front of the south entrance to the Founders Building. Refreshments will be served following the dedication ceremonies. Full details on the dedication program will be published in next week's "Clipboard."

At 12:00 noon, and again at 3:30 p. m., special tours for our guests will be conducted. At these times, I should like to request that members of the staff and faculty who are not otherwise engaged be in their laboratories or offices so that our visitors will have an opportunity to observe our personnel engaged in regular activities.

Due to the large number of visitors there will be certain dislocations during the day.

- (1) The cafeteria will have to be reserved for special visitors and guests.
- (2) If it does not rain please drive up the back road (past the magnetic observatory) and park at the west end of the building.
- (3) In the event of rain 50 parking spaces will be reserved for faculty and staff in the parking lot. It would be helpful if those of us residing in the same areas could double up on transportation to avoid encroachment of parking for guests.

Any questions regarding the dedication ceremonies can be directed to the Development and Public Information Office.



L. V. Berkner

MEMORANDUM

October 20, 1964

TO: John Henson

FROM: Rick Lipscomb

*Rick*

SUBJECT: Estimated attendance at Dedication

LUNCH -- our count of acceptances to lunch was 295 as of 10:00 AM mail run on 10/20/64. This count includes: Board and Advisory Council; Program participants; Invited guests (donors and volunteers); GRCSW Selected Staff and Faculty (with wives); 25 visiting guests of Mr. Ben Wooten.

Therefore, I suggest you revise luncheon plans upward to include food, service and seating for at least 325 people.

DEDICATION CEREMONIES -- our count of acceptances to the ceremonies was 668 as of the 10:00 mail run 10-20-64. Total count to attend ceremonies is 295 plus 668 plus 75 - equals 1038. This accounts for both luncheon and dedication acceptances and the Richardson Band.

Therefore, I suggest at least 1100 chairs for outside ceremony seating.

ALSO, to date ten dignitaries and their wives have accepted invitations to sit on the speakers stand. I suggest at least 24 chairs on the speakers stand (rostrum centered with 12 chairs on either side).

ALSO, Dr. Berkner suggested to Mr. Triolo that audience position for ceremonies be at least 60 to 100 feet south of building to afford a good view of the building. It has been further suggested to place speakers stand in Northeast corner of dedication seating area with audience facing north (toward building) with provisions for band at Northwest corner of seating area.

RTL:jh

cc: Mr. Triolo, Mr. Brown, Mr. Mitchell, Mr. Braham

10/19/64

General Information Memorandum

TO: Building Dedication Committee

FROM: Rick Lipscomb

*Rick*

Attachments to this memorandum include:

1. Physical arrangements requiring attention prior to and including October 29, 1964
2. General Fair Weather Plan-for-the-day regarding movement of people and approximate time schedules
3. Modifications of Plan-for-the-day to be used for drizzle or light rain conditions
4. Modification of Plan-for-the-day to be used for heavy rain conditions.

NOTE: Dedication functions are keyed as follows:

Physical - letters - A, B, C, etc.

Personnel - numbers - 1, 2, 3, etc.

Plan modifications for inclement weather as noted should be compared with general plans for reference.

Information contained in this memo is for your planning and can serve as your check-off list. Some modifications in these items may be required as a result of the Dedication Committee meeting this Friday (11:00 AM -- 10/23/64) in The Founders Building.

THE FOUNDERS BUILDING DEDICATION

October 29, 1964

Physical arrangements requiring attention prior to and including October 29.

- A. 8:00 A. M. Meeting rooms for Board and Advisory Council set up and ready
- B. 8:30 A. M. Chairs and speakers stand set up and ready south of building and near front of entrance (1100 chairs - 24 chairs on platform)
- C. 9:00 A. M. Set up Press Room second floor East - tables, chairs, typewriters and telephones - also press kits.
- D. 9:30 A. M. Assemble and check out sound system.
- E. 10:00 A. M. Check out President's telephone circuit with Signal Corps (Remote microwave equipment possible)
- F. 10:00 A. M. Setup TV remote trucks on N-S street between main building and utility building. They may require temporary 220V or 110V AC tie-in
- G. 11:00 A. M. Lunch preparation for approximately 350 in cafeteria (\$2.00 lunch) and seminar room if required
- H. 11:30 A. M. Tours set up with guides on station by 11:45 A. M.
- I. 2:00 Refreshments set up in cafeteria for approximately 1500 (1100 guests & staff, 400 for public open house)

OTHER items requiring attention before 10/29

- J 10/28 Ground cover spread in program area (tent on stand-by)
- K 10/28 Off-campus direction signs installed
- L 10/28 On-campus direction signs installed
- M 10/28 Tour signs (inside building) installed
- N 10/28 Guest register installed in lower south lobby
- O 10/27 or 10/28 Erect tent depending on weather forecast.
- P 10/28 Set up First Aid Room
- Q 10/27 Displays -- Moon Model, Ranger, Coronelli, Art exhibit, Nexus, Aerial views of campus

## THE FOUNDERS BUILDING DEDICATION

October 29, 1964

### General Fair Weather Plan-for-the-day (Personnel movements)

1. 8:00 A. M. Police on duty to direct traffic and parking
2. 8:15 A. M. Staff arrives: to be directed to park in sod area immediately north of parking lot
3. 8:30 A. M. Members of Board of Directors begin to arrive. Directed to park in first two rows of parking lot adjacent to building
4. 9:00 A. M. Board of Directors meeting convenes in board room (Second floor west)
5. 9:30 A. M. Advisory Council members begin to arrive. Directed to park in third and fourth rows parking lot adjacent to building
6. 10:00 A. M. Joint meeting Directors and A/C convening in seminar room
7. 10:00 A. M. Press representatives begin to arrive. Directed to park near building and go to receptionist for further instructions. Direct TV remote units (if any) to N-S street at west end of building.
8. 11:00 A. M. Program participants begin to arrive. Directed to park in N-S street at east end of building
9. 11:15 A. M. Other luncheon guests begin to arrive. Directed to parking lot.
10. 11:30 A. M. Press briefing - press room assigned in second floor east.
11. 12:00 Noon Guided tours commence
12. 12:30 P. M. Governor Connally scheduled to arrive. Directed to Executive Office area.
13. 1:00 P. M. First call to luncheon - - service to commence at 1:00 P. M. Sharp.
14. 1:15 P. M. Assemble "opening ribbon" and cutting device at south door.



Attachment 2 - continued

15. 1:30 P. M. Richardson High School band arrives. Direct Band truck to unloan on N-S street west of building. Direct band cars to parking area north of paved lot.
16. 1:45 P. M. Dedication Guests begin to arrive. Direct to parking lot.
17. 2:00 P. M. Band music to start
18. 2:05 P. M. Dignitaries assemble on speaker's stand
19. 2:15 P. M. Call to order and flag raising
20. 3:05 P. M. Ribbon Cutting
21. 3:30 P. M. Guided tours commence
22. 4:00 P. M. Open House guests to begin to arrive - direct to available parking and then to south entrance
23. 4:30 P. M. Open house until 6:30 P. M.
24. 7:00 P. M. Guests should have departed by now.

Draft

RTL 10-19-64

Attachment 3

**MODIFICATION PLAN (Drizzle or light rain)**

**THE FOUNDERS BUILDING DEDICATION**

October 29, 1964

Note: Tent to be erected 10/27 or 10/28 if rain is forecasted. All other items remain constant except:

B, D & E -- Set up chairs, platform, sound system inside tent.

2. -- Police to direct staff to park in area designated on E-W street north of building and extreme north end of parking lot (reserve space for 50 cars -- 30 on street and 20 on lot).

15. -- Band to assemble and set up inside tent

16. -- Direct guests to tent for program

ALSO - 10 to 15 large umbrellas to be rented to escort guests from tent to building after ceremonies

MODIFICATION PLAN (Heavy rain)

THE FOUNDERS BUILDING DEDICATION

October 29, 1964

Note: Tent to be erected 10-27 or 10-28 if rain is forecasted. All other items remain constant except:-

- B - Assemble chairs in North - lower lobby, in N-S lower hall and E-W halls adjacent to South-lower lobby. Install speakers rostrum and chairs for program participants in south-lower lobby facing north.
  - D - Sound system to be installed in halls on lower floor
  - E - Tie in Signal Corps circuit with interior sound system.
- 
1. Advise parking directors to advise all visitors to enter through east entrance
  2. Reserve 50 parking spaces for staff as in Drizzle Plan
  8. Program participants will be supplied with rented umbrellas to go from auto into east entrance.
  15. Band advised to cancel out --- the base horns will get full of water if it rains too hard.

MEMORANDUM

October 21, 1964

TO: Jim Braham

FROM: Rick Lipscomb

SUBJECT: Displays for dedication

Disposition of the following items should be completed by Tuesday (10/27) where possible.

Ranger display - this item is scheduled for delivery to The Founders Building Friday (10/23). Its location is planned for the upper north lobby. Display materials consist of: A - Ranger Model approximately 3 ft. high and, B - ten photos relating to Ranger mounted on white poster board.

Corenelli Globe - this item is planned for display in upper south lobby. Guard ropes, to keep people from touching globe, will be needed.

Rand-McNally Moon - is planned for location in lower north lobby. Proposed display scale model is in your hands.

Art Display - is planned for N/S hall on lower floor. In addition to paintings, an architects rendering of the proposed site plan and aerial photo of the general area should be placed as near the main lobby as possible.

RTL:jh

cc: John Henson, James S. Triolo, G. Richard Brown, Sibyl Jones,  
Al Mitchell