

Department of Planning

MEMO

FROM: Collier DATE: _____

TO: Dan Sweet TIME: _____

- For your information
- Please make necessary reply
- Advise status of the attached

Call Curtis

Office of the Mayor

ATLANTA, GEORGIA

ROUTE SLIP

TO: Mr. Collier Glavin

FROM: Dan E. Sweat, Jr.

- For your information
- Please refer to the attached correspondence and make the necessary reply.
- Advise me the status of the attached.

Do you know what he
is talking about?

Dan

He must be talking about the
slide presentation

Collier

DEPARTMENT OF PLANNING

700 CITY HALL

ATLANTA, GEORGIA 30303

Dan Sweet
Mayor's office

Office of the Mayor

ATLANTA, GEORGIA

PHONE 522-4463

Faye Yarbrough

Mrs. Burg + 2 - CJC

Barbara Touch + 1 - EOA

Jackie Ireland + 1 - CCAA

2 - Mel Cotton

ME

Evvy

Gaynor Colleston
PR Director - GE

351-4400

Office of the Mayor

TELEPHONE MESSAGE

To Dan

Name B.N. Mr. Donaldson + 1

Telephone No. 457-5211

- Wants you to call
- Returned your call
- Left the following message:
- Is here to see you
- Came by to see you

Personal

Jim Howard
Eastman Kodak Co,
4729 Miller Dr,
Atlanta, 30005

Re: Urban Coalition
meeting on 12/13

Date: 12/6 Time 1:30 a.m./p.m.

By B

To persons on the mailing list

NOT ON Mailing list

Planning funds
earmarked for
summer program planning

HUD - Res. Comm. on

Jennifer Delinger - 3

\$30,000 HHH + Weaver

L

John Wallace

29th

Mike Douglas
show

what's right about
summer young people

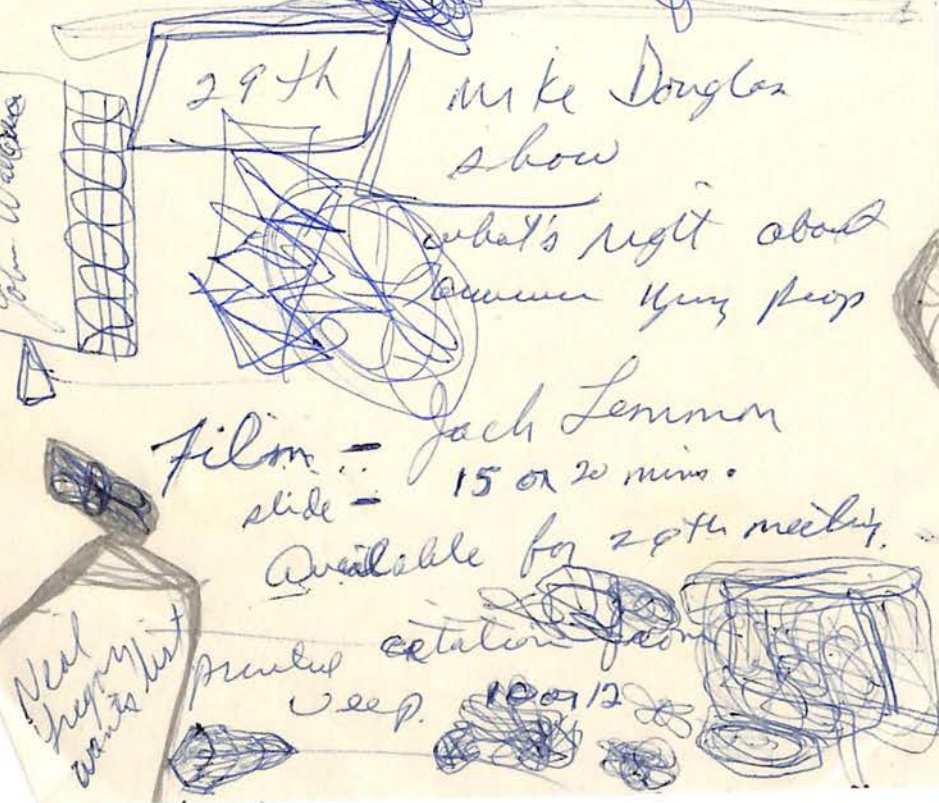
Film - Jack Lemmon

slide - 15 or 20 mins.

Available for 29th meeting

Neal
Shapiro
wants list

printed citation from
Jep. 10/12

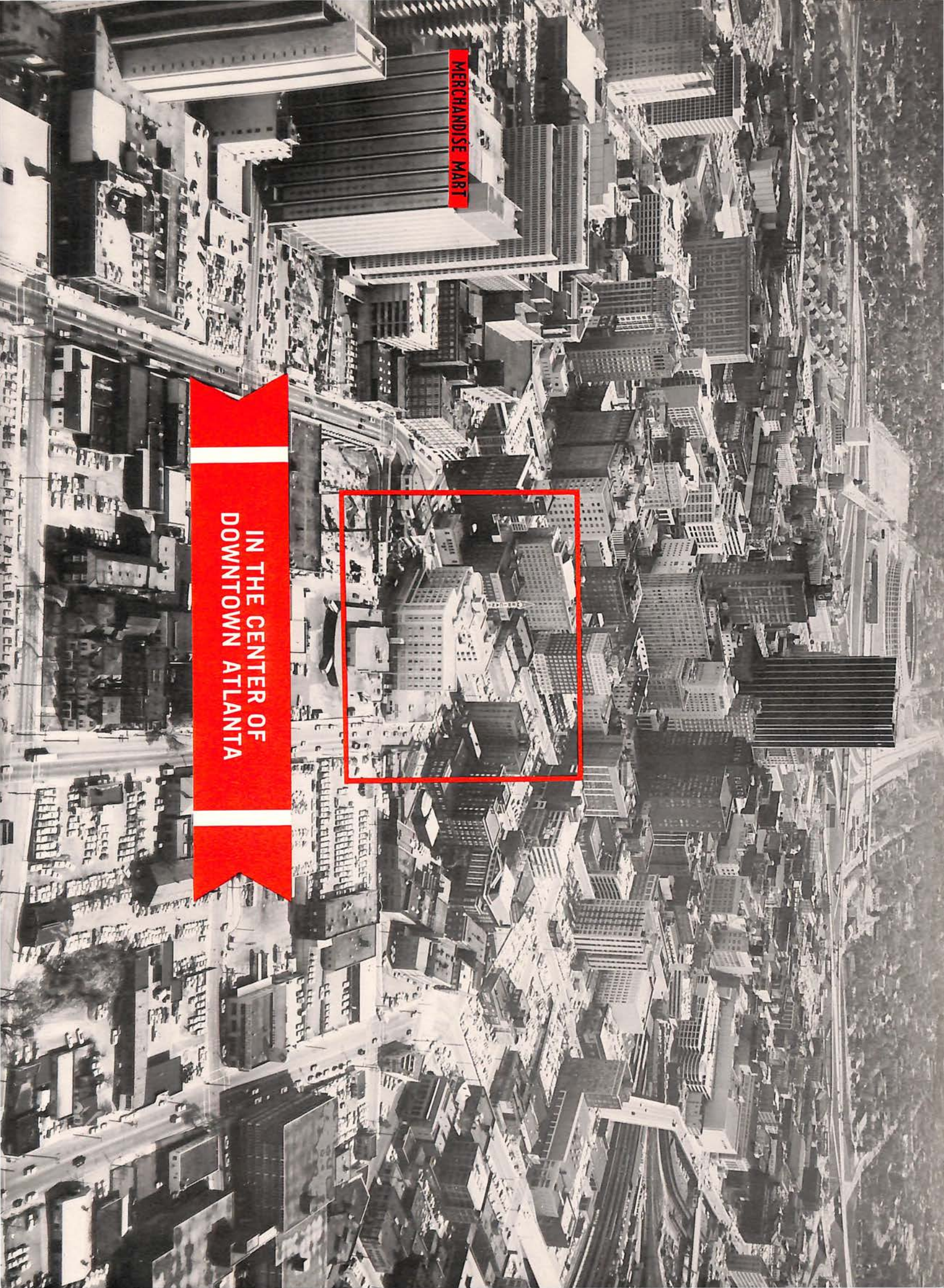


November 16, 1967

TO: DAN SWEAT

FROM: MEL COTTON *mc*

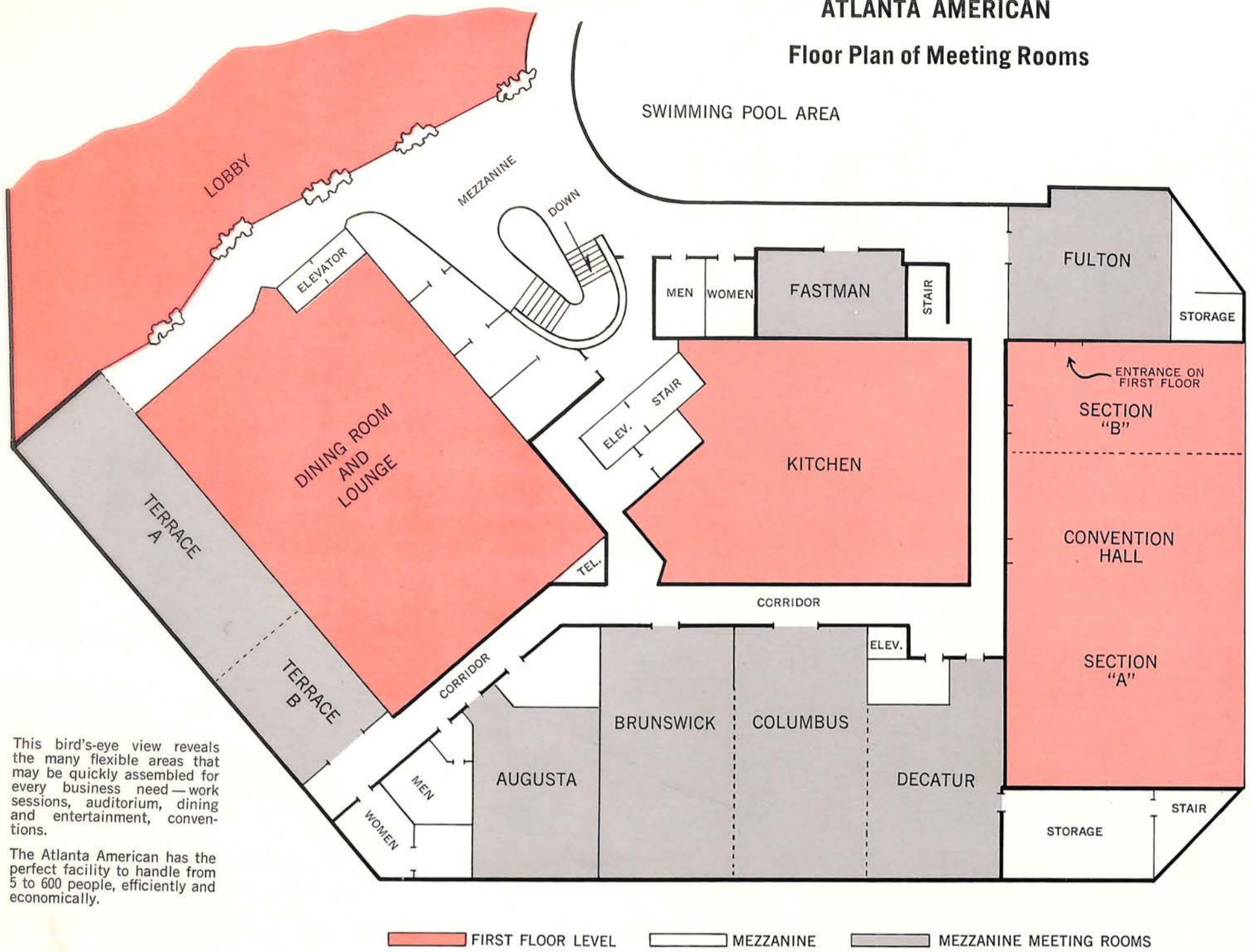
Here are some additional names that I
have come across on businessmen in
Atlanta that you may want to add to
the list I previously sent to you.



MERCHANDISE MART

**IN THE CENTER OF
DOWNTOWN ATLANTA**

ATLANTA AMERICAN Floor Plan of Meeting Rooms

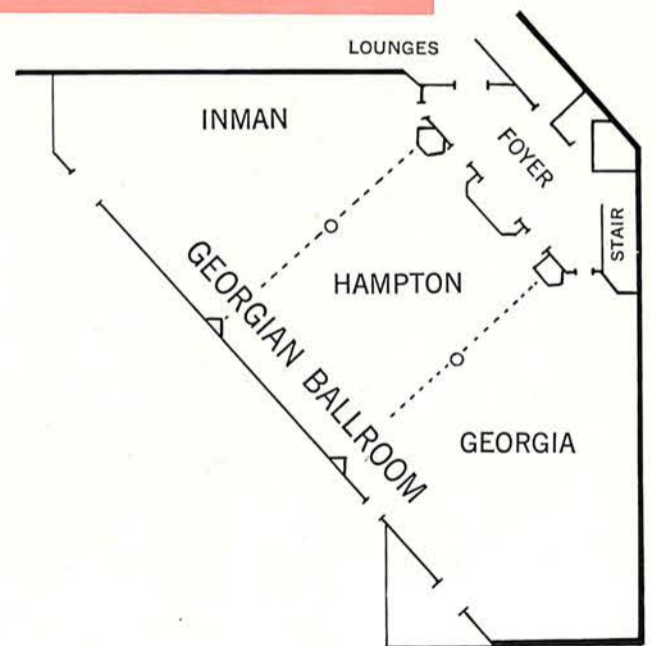


You Can Save 45% On Your Meeting Budget

Keep Your Staff Producing All Week by Scheduling WEEK-END Meetings!

Special Package Rates Include Wives AT NO EXTRA COST!

ROOM or AREA	SIZE	CEILING	WILL SEAT	CLASS ROOM	BANQUET
CONVENTION HALL	48' x 82'	20'	600	350	550
CONVENTION HALL A	48' x 55'	20'	425	200	350
CONVENTION HALL B	48' x 27'	20'	175	100	150
AUGUSTA	25' x 30'	9'	90	60	75
BRUNSWICK	25' x 47'	9'	150	85	125
COLUMBUS	25' x 47'	9'	150	85	125
DECATUR	25' x 30'	9'	90	60	75
TERRACE	20' x 84'	8'	225	125	175
TERRACE A	20' x 48'	8'	150	75	100
TERRACE B	20' x 36'	8'	75	50	60
EASTMAN	17' x 19'	9'	30	20	25
FULTON	28' x 31'	8'	100	60	75
GEORGIAN BALLROOM	97' x 40'	9' 9"	400	300	350
GEORGIA	38' x 40'	11' 10"	150	100	125
HAMPTON	27' x 40'	9' 9"	100	80	70
INMAN	32' x 40'	9' 9"	150	100	125
RED VELVET LOUNGE	68' x 37'	12'	120	60	150



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A colorful pool and sun-deck offer a private-club exclusiveness to your conventions and meetings at the



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Atlanta American

In the center
of downtown
ATLANTA



Office of the Mayor

ATLANTA, GEORGIA

PHONE 522-4463

Faye Yarbrough

~~1) San Francisco meeting~~

2) 12 gals

3) Invitation list

4) Participants

5) Film.

Curtis Driskell

3:00

At The Chamber

EXPANDING EMPLOYMENT OPPORTUNITIES

Atlanta-American Motor Hotel, Atlanta, Georgia

Eastern Regional Action Conference

December 13, 1967

The Urban Coalition

1819 H Street, N.W. Washington, D. C. / 20006 / Telephone 293-1530

Co-chairmen: Andrew Heiskell / A. Philip Randolph

National Coordinators: John Feild / Ron M. Linton

8:30 am *Registration* — Atlanta-American Motor Hotel
Atlanta, Georgia

9:30 am **Opening General Session:** Grand Ballroom

Presiding: David Sullivan, President
Building Service Employees
International Union AFL-CIO

Greetings: Honorable Ivan Allen, Jr.
Mayor, City of Atlanta

Remarks: William Flynn, Director
STEP Program, National Association
of Manufacturers

Dr. Lawrence D. Reddick
Executive Director
Opportunities Industrialization Center
Institute

Augustus H. Sterne, President
Chamber of Commerce
Atlanta, Georgia

10:30 am **Workshops:** Expanding Private Employment
Opportunities

Five concurrent workshops will be held, all dealing with the same topics.

Morning Session: Film — "Employment Programs,
City of Atlanta"

Organizing local employment
campaigns

Recruiting, training and placement of the hard-core unemployed

Reassessing under-employment

12:15 pm **Luncheon Session:** Georgia Ballroom

Presiding: John Wheeler, President
Mechanics and Farmers Bank
Durham, North Carolina
President, Southern Regional Council

Address: Gerald L. Phillippe,
Chairman of the Board
General Electric Company

2:00 pm **Concurrent Workshops**

Afternoon Session: Job development and upward mobility

Entrepreneurship—Promotion of economic growth in the ghetto.

3:30 pm *Adjournment*



CITY OF ATLANTA

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

November 30, 1967

MEMORANDUM

To: Members of Urban Coalition Steering Committee

From: Dan Sweat

Enclosed is a letter of invitation and program concerning the December 13 meeting of the Task Force on Private Employment of the National Urban Coalition.

I hope that all of you can make your plans to attend this important conference.

We might need to ask members of the Steering Committee to actively participate in the workshops as part of panel discussions. If this should be the case, I will notify you at the earliest possible moment.

I am also attaching a letter from Mr. M. C. Gettinger, Executive Director of the Atlanta Jewish Welfare Federation, Inc., which is a newly formed central agency involving the Atlanta Jewish Community Council, the Jewish Welfare Fund and the Jewish Social Service Federation. As Mr. Gettinger's letter states, the Federation represents virtually all the adult Jewish organizations in Atlanta and would be the most appropriate representative of all the Jewish organizations on the Urban Coalition Steering Committee.

Several organizations and many individuals have called my attention to the fact that the Jewish community is not represented on the Steering Committee and I feel that the Steering Committee should give some thought to inviting Mr. Abe Goldstein, President of the Atlanta Jewish Welfare Federation, Inc., to serve as a member of the Steering Committee.

DS:fy



ATLANTA CHAMBER OF COMMERCE

1300 COMMERCE BUILDING / P. O. BOX 1740 / ATLANTA, GEORGIA 30301

November 28, 1967

Dear Mr. Employer:

☞ The National Urban Coalition Task Force on Private Employment will hold a Regional Planning Conference in Atlanta on Wednesday, December 13, to explore the possibilities of expanding employment opportunities for the hard-core unemployed.

☞ The Atlanta Chamber of Commerce and the City of Atlanta are cooperating with the Urban Coalition in this effort. Atlanta's key business executives are being invited to participate because of the special significance of this conference for Atlanta business.


☞ Mr. Gerald L. Phillippe, Chairman of the Board of General Electric Company and also Chairman of the Task Force, will keynote the conference. He will discuss programs instituted by private business to provide meaningful and productive jobs for the hard-core unemployed.

☞ Another part of the program will be a slide presentation on Atlanta's unemployment problem and its relationship to private business. The presentation was prepared by several Atlanta organizations as a means of stimulating discussion of approaches to our dual problem of people who need jobs and unfilled jobs which need people.

☞ The conference will be at the American Motor Hotel, 160 Spring Street, N. W. Registration will begin at 8:30 a.m., followed by a general session, workshops and a luncheon, with adjournment at 3:30 p.m. There is no registration fee; price of the luncheon is \$4.75 per person.

☞ Please make your plans now to attend, and return the enclosed card to assure your reservation.

Sincerely,


A. H. Sterne, Jr.
President


Ivan Allen, Jr.
Mayor

EXPANDING EMPLOYMENT OPPORTUNITIES

Atlanta-American Motor Hotel, Atlanta, Georgia

Eastern Regional Action Conference

December 13, 1967

The Urban Coalition

1819 H Street, N.W. Washington, D. C. / 20006 / Telephone 293-1530

Co-chairmen: Andrew Heiskell / A. Philip Randolph

National Coordinators: John Feild / Ron M. Linton

8:30 am *Registration* — Atlanta-American Motor Hotel
Atlanta, Georgia

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Presiding: David Sullivan, President
Building Service Employees
International Union AFL-CIO

Greetings: Honorable Ivan Allen, Jr.
Mayor, City of Atlanta

Remarks: William Flynn, Director
STEP Program, National Association
of Manufacturers

Dr. Lawrence D. Reddick
Executive Director
Opportunities Industrialization Center
Institute

Augustus H. Sterne, President
Chamber of Commerce
Atlanta, Georgia

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Organizing local employment
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Recruiting, training and placement of the hard-core unemployed

Reassessing under-employment

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Presiding: John Wheeler, President
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Address: Gerald L. Phillippe,
Chairman of the Board
General Electric Company

2:00 pm **Concurrent Workshops**

Afternoon Session: Job development and upward mobility

Entrepreneurship—Promotion of economic growth in the ghetto.

3:30 pm *Adjournment*



November 24, 1967

NATIONAL COORDINATORS WEEKLY REPORT

LOCAL COALITIONS

The third in a series of regional conferences to assist local communities in forming their own Urban Coalitions will be held in San Francisco on November 30 in the San Francisco Hilton.

The program format will be similar to those used for the previous two successful conferences in Chicago and Minneapolis, with emphasis on "how-to-do-it" workshops. The three general sessions will feature remarks by San Francisco Mayor Shelley and Mayor-Elect Alioto, The Most Reverend Joseph McGucken, Kenneth Wright, Vice President and Chief Economist of the Life Insurance Association of America, California State Assemblyman John T. Knox, Bishop Donald Harvey Tippett and Frances Barnes, Vice President of the Crown Zellerbach Corporation and President of the Management Council for Bay Area Employment Opportunity.

A similar regional conference for eastern cities, originally set for December 11 in New York City, has been postponed because of scheduling problems to the second week of January. You will shortly be advised of the exact date.

PUBLIC SERVICE EMPLOYMENT AND URBAN LEGISLATION

More than 40 Washington representatives of organizations which support the program of the Urban Coalition attended a luncheon meeting in the Statler Hilton Hotel on November 20.

Featured speaker Mayor John Lindsay of New York City stressed the necessity of a united legislative effort to move bills supported by the Coalition through Congress. Andrew Biemiller, Legislative Director of AFL-CIO, cited a case history to illustrate the positive value of business and labor representatives going together to call on Congressmen. Rabbi Richard G. Hirsch of the Union of American Hebrew Congregations described

the growing awareness of church groups of the need to be active in public affairs.

PRIVATE EMPLOYMENT

On November 21 the Task Force on Private Employment met in Detroit with the Employment and Education Committee of the New Detroit Committee. The meeting was chaired by William M. Day, president of Michigan Bell Telephone Company.

In his remarks to the group, Task Force-Co-Chairman Gerald Phillippe, Chairman of the Board of the General Electric Company, said "As a representative of the Task Force on Private Employment I have been encouraging businessmen to enter into a regular program of exchanging ideas on this subject and pitching in on useful programs to get at some of these urgent needs. All sectors of the society need to help each other and we need to join together in useful programs to create new opportunities for self-realization in our City slums."

"In some cities it would sound strange, but there is a growing feeling among businessmen of my acquaintance and among some of our own General Electric plant managers that a substantial measure of our business success in the future is going to depend on our ability to help a good number of these hard-core unemployables become productive workers and citizens."

HOUSING, RECONSTRUCTION AND INVESTMENT

The Task Force met in New York on November 21. Twelve additional members have been recruited to work with this group. A major working paper is being developed to guide this Task Force in developing a long-range program.

November 30, 1967

Mr. Jerry Cauble
Program Director - Publicity
National Association of Manufacturers
1421 Peachtree Street, N. E.
Suite 201
Atlanta, Georgia 30309

Dear Jerry:

Thank you very much for suggesting that Mr. William Flynn be included in the December 13 Eastern Regional Action Conference of the National Urban Coalition to be held at the Atlanta American Motor Hotel on the subject of expanding employment opportunities.

I passed your recommendation to the National Urban Coalition and they were able to secure Mr. Flynn's participation in the Atlanta program. He will be the first speaker during the opening general session following Mayor Allen's greetings.

I am sure that Frank has received an invitation to this conference and I hope that you will be able to come also. The invitations were sent out to a Chamber of Commerce mailing list which should include the large employer members of your organization in the Atlanta area. If you have any suggestions of other people we should invite, please let me know.

Sincerely yours,

Dan Sweat

DS:fy

cc: Mr. Frank Steinbruegge

The Urban Coalition / *Federal Bar Building West / 1819 H Street, N.W. Washington, D. C. / 20006*

Steering Committee Co-chairmen: Andrew Heiskell / A. Philip Randolph

November 24, 1967

Mr. Dan Sweat
Office of the Mayor
City Hall
Atlanta, Georgia 30303

Dear Dan,

Enclosed a copy of the program of the Atlanta meeting is. We should have the printed copies from the printers by Monday and our second mailing should go out sometime next week.

I am also sending you a copy of the letter which was mailed out to 1200 business leaders from communities in the eastern part of the United States.

Sincerely yours,


Mel Cotton

Draft of program

PRIVATE EMPLOYMENT EXPANSION CONFERENCE
Atlanta-American Motor Hotel
Atlanta, Georgia
December 13, 1967

8:30 Registration - Atlanta-American Motor Hotel, Atlanta, Georgia

9:30 Opening General Session: Grand Ballroom

Presiding: David Sullivan, President
Building Service Employees
International Union AFL-CIO

Greetings: Honorable Ivan Allen, Jr.
Mayor, City of Atlanta

Remarks: William Flynn, Director
Step Program, National Association of Manufacturers

Dr. Lawrence D. Reddick, Executive Director
Opportunities Industrialization Center Institute

Augustus H. Sterne, President
Chamber of Commerce
Atlanta, Georgia

10:30 Expanding Private Employment Opportunities Workshops

Five concurrent workshops will be held, all dealing with
the same topics.

Morning Session: Film: Employment Programs, City of Atlanta

Organizing local employment committees and
possible structures

Recruiting, training and placement of
hard-core unemployed

12:15 Luncheon Session: Georgia Ballroom

Presiding: John Wheeler, President
Mechanics and Farmers Bank
Durham, North Carolina
President, Southern Regional Council

Address: Gerald L. Phillippe, Chairman of the Board
General Electric Company

2:00 Expanding Private Employment Opportunities Workshops

Afternoon Session: Job Development and upward mobility

Entrepreneurship - Promotion of
economic growth in the ghetto.

3:30 Adjournment

Copy of letter sent out for Atlanta Meeting

The Urban Coalition / Federal Bar Building West / 1819 H Street, N.W. Washington, D. C. / 20006

Steering Committee Co-chairmen: Andrew Heiskell / A. Philip Randolph

November 15, 1967

Dear Friend:

On August 24, 1967, 1,200 leaders of American life met in Washington at an Emergency Convocation called by The Urban Coalition. The Coalition, representing business and the professions, organized labor, religion, civil rights groups and local government, was established in response to the urgent need for action in behalf of the nation's cities.

The enclosed Statement of Principles, Goals, and Commitments adopted by The Urban Coalition identifies specific problem areas and appeals to both the public and private sector for action to meet these needs. The Coalition has created Task Forces--one of which is the Task Force on Private Employment--to focus on the individual problem areas. Expanding employment opportunities for the hard-core unemployed has been given top priority by the Coalition. The Task Force on Private Employment is holding a series of Regional Planning Conferences to discuss this difficult and complex problem.

The first conference is scheduled to be held at the Atlanta-American Motor Hotel in Atlanta, Georgia on December 13, 1967. Mayor Ivan Allen, Jr. and the Chamber of Commerce of Atlanta will be the hosts. We hope your schedule will permit you to join us in this most important project.

Other conferences are planned for Phoenix, Arizona on January 17, 1968 and Kansas City, Missouri on January 24, 1968. We are enclosing a list of states covered by each of the conferences. It would be most helpful if you would supply us with the names and addresses of appropriate affiliates in these states so we may extend an invitation to them. In the meantime, we hope you will communicate your interest and support of this endeavor to these officials.

National Coordinators: John Feild / Ron M. Linton
Telephone 293-1530

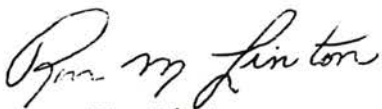
November 15, 1967

Page Two

We would appreciate your notifying this office no later than December 4, 1967 if you will be able to join us in Atlanta; also, if you desire accommodations for the evening of December 12, 1967.

We expect to forward further details on the program in the near future.

Cordially,



Ron M. Linton
National Coordinator



John Feild
National Coordinator

Enclosures

CITY OF ATLANTA



November 20, 1967

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

MEMORANDUM

To: Messrs. Cecil Alexander, Brad Currey, Jr.,
Curtis Driskell, James Furniss, Don Gareis,
Collier Gladin, Richard Hicks, Boisfeuillet Jones,
James Parham, and John Wilson

From: Dan Sweat

Subject: Urban Coalition Task Force on Private
Employment meeting in Atlanta, December 13

The Task Force on Private Employment of the National Urban Coalition will hold a one-day seminar on problems of unemployment and expanding employment opportunities for low-income groups in the private sector at the American Motor Hotel, December 13.

Workshop sessions will be keyed to reaction on our Human Resources Development group slide presentation on employment and unemployment. The Mayor and the Atlanta Chamber of Commerce are cooperating with the National Urban Coalition to produce this Atlanta meeting.

We will need the help of all of the Human Resources Development group members, particularly in the narration of the film in workshop sessions and in the case of two or three people to act as workshop leaders.

I hope that you will all mark your calendars on this day from 9:00 a. m. until 3:30 p. m. and hold it for participation in this meeting. Curtis Driskell and I are assisting the National Urban Coalition and will be in touch with you very shortly as to specific participation we would like to get from particular individuals.

DS:fy

TO: DAN

FROM: MEN *mel*

Attached is a brief summary of the major points that the Task Force hopes to accomplish at the meeting in Atlanta. I am also enclosing a few examples of the type of people that will be invited. Time did not permit me to send you others. Hopefully, this will serve to indicate that national leadership will be invited.

MC/jc

Enclosure

The format of the conference will be designed to encourage maximum discussion on how to expand employment opportunities for the hard-core unemployed.

Representation from national business leadership will be attending. A general session with prominent speakers will be held and workshops on the subject will be formed.

It is planned that three specific topics would be discussed:

- (1) Specific examples on how the private sector has participated in programs which expand employment opportunities for the hard-core unemployed on a local level.
- (2) Formation of local employment committees to perform specific tasks:
 - a. Assess local employment problems and manpower programs.
 - b. Develop programs that are specific and action oriented.
 - c. Continue to evaluate the employment problems and programs, and issue recommendations to overcome local employment problems.
- (3) The relationship between local employment committees and the Task Force on Private Employment and how the Task Force can assist the local committees.

Atlanta Chamber of Commerce

P. O. BOX 1740 - ATLANTA, GEORGIA 30301 - PHONE 521-0845

November 7, 1967

Mr. A. H. Sterne, Jr.
Trust Company of Georgia
P.O. Box 4418
Atlanta, Georgia 30302

Dear Mr. Sterne:

☞ Enclosed for your information is a copy of a memorandum to Opie L. Shelton, relative to last Friday's meeting of the Human Resources Development Group. Mr. Shelton suggested a copy be forwarded to you.

☞ This organization is made up of representatives of five agencies: Our Atlanta Chamber, the City of Atlanta, Economic Opportunity Atlanta, the Community Chest, and the Community Council of the Atlanta Area. John C. Wilson and I represent the Chamber.

☞ The slide presentation referred to was developed over a period of time in which the Group has discussed in some detail ways of meeting the problems of unemployment and underemployment. We think the presentation could be useful in planning the program for the meeting of the Urban Coalition group here on December 13.

☞ Please let me know when I can be of help.

Cordially,

Curtis

Curtis H. Driskell
Metropolitan Affairs Director

CHD/rnb
Encl.

✓ BC: Mr. Dan Sweat

Don -

Enclosed FYI is a copy of the memo to Opie, later sent to Mr. Sterne and Mr. Bows. Hope it captured the spirit.

Curtis

MEMORANDUM

At a meeting of the Human Resources Development Group on Friday (Nov. 3), ideas were discussed and some decisions made as to how the group should proceed in development and use of the slide presentation dealing with unemployment and underemployment.

These were the main points of agreement:

1. The presentation is being screened for Mayor Allen and a few others in a meeting at City Hall on Wednesday afternoon (Nov. 8) at 3 p.m. The presentation will be evaluated as to its usefulness for showing to the Urban Coalition meeting here on December 13.
2. Provided there is agreement, the presentation would be shown following lunch at the Coalition meeting, and it would be critiqued by the group afterwards. Ideas, conclusions and ways to improve and refine the presentation would be sought.
3. Meanwhile, as a member of the Group, I will see that the presentation is brought to other local groups and individuals, as indicated (advisory groups and committees of Economic Opportunity, etc.) and will seek the same thing: Ways of refining it and filling in some of the gaps. Dan Sweat and I will later bring recommendations back to the group, as to possible changes and/or expansion of the presentation itself, and as to its future use in our community.

Members of the Human Resources Development Group recognize the presentation for what it is: A beginning effort in need of some answers and conclusions. It would be presented to the Coalition in that manner, in hopes of accomplishing two purposes: To serve as an illustration of one effort against this problem, as well as a laboratory exercise for the Coalition group; and to seek fresh insight and ideas from the critique.

Respectfully submitted,



Curtis H. Driskell

November 7, 1967

November 6, 1967

Mr. Mel Cotton
The Urban Coalition
1819 H Street, N. W.
Suite 220
Washington, D. C. 20006

Dear Mel:

I am submitting a few of my thoughts on what the Private Employment Task Force meeting might look like in Atlanta on December 13.

I would hope that we would be able to complete workshop sessions in the morning and end in a general session with a late lunch without reconvening for workshop sessions in the afternoon. With every workshop conference I have attended, including the recent Coalition meeting in Chicago, we have always lost our audience in the afternoon and I believe this would be the case in Atlanta where you are involving key businessmen.

I would suggest starting about 9:30 with a general session with welcome remarks by the Mayor and a keynote stage setting address by Phillippe, Henry Ford or someone of this order.

Workshop sessions would convene about 10:30 or 11:00 and run until 12:30. These might be broken into two workshop periods for each participant. Luncheon would begin about 12:45 with the program to commence about 1:30 or 1:45.

I would like to see the Atlanta color slide presentation on manpower programs, problems, etc. presented by the key Chamber of Commerce official with maybe time for a few questions or comments from the floor following this. This would take about 45 minutes total. We might want to pass out some critique sheets to be filled out and returned giving a chance for expressions or comments on the film presentation.

Mr. Cotton
Page Two
November 6, 1967

The conference could close with a hard-hitting speech by Phillippe or Ford. Possibly the keynote speech in the morning should be designed to tell about some of the things that are happening in private industry in connection with Coalition efforts throughout the country.

I would also like to see discussion of the Step Program of the National Association of Manufacturers worked into the program. This possibly could be done in the workshops.

Please let us know what steps you want us to take next.

Sincerely yours,

Dan Sweat

DS:fy

CITY OF ATLANTA



November 6, 1967

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

MEMORANDUM

To: Urban Coalition Steering Committee

From: Dan Sweat

The Private Employment Task Force of the National Urban Coalition has scheduled a regional conference on expanding private employment in Atlanta on December 13. The conference will last for the better part of the day and will involve nationally known business officials and others who will discuss ways their companies have helped to reduce unemployment or provide additional job opportunities and advancement for the low-income people.

As part of our local contribution to the program, it has been suggested that the slide program on employment developed by the Human Resources group be presented to the Coalition meeting. This Human Resources group is made up of representatives of the City of Atlanta, Community Council, Atlanta Chamber of Commerce, and Economic Opportunity Atlanta, Inc.

The slide program has been developed over the last eighteen months period and is designed to present to the private businessman of Atlanta the picture on unemployment and programs designed to combat the problem. A preview of the slide program has been scheduled for 3:00 p. m., Wednesday, November 8, in Committee Room 1 of City Hall.

The Mayor and other members of the Local Coalition Steering Committee are being invited to attend to critique the presentation along with Bob Wood of the Merit Employers Association and one or two other concerned individuals.

I hope that your schedule will permit your attending this preview. It should last about an hour.

DS:fy

CITY OF ATLANTA



November 6, 1967

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
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DS:fy

Mr. Spalding
Page Two
December 6, 1967

situation in Atlanta. It addresses itself to the problem of people who need jobs and also to the employer's problem of jobs which need people.

Attached is a copy of the narrative script which accompanies the slides.

I hope you will have time to review this narrative and find the opportunity to comment on next Wednesday's meeting before that time. Editorial support would seem justified in a meeting of this importance.

I hope you can also attend the conference.

Sincerely yours,

Dan Sweat

DS:fy

THE URBAN COALITION
EASTERN REGIONAL ACTION CONFERENCE: EXPANDING EMPLOYMENT OPPORTUNITIES
December 13, 1967
Atlanta, Georgia

TASK FORCE ON PRIVATE EMPLOYMENT

Co-Chairmen

Gerald L. Phillippe Chairman of the Board General Electric Company New York	David Sullivan President Building Service Employees International Union AFL-CIO Washington	John Wheeler President Mechanics & Farmers Bank Durham, North Carolina
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WORKSHOP A (Augusta Room)

Chairman: John L. Denman, Manager, Dept. of Urban Affairs, Ford Motor Co.
Resource Persons: William Downs, Associate Services, Inc.; Dayton Harwick,
Employee and Community Relations, General Electric Co.;
Dr. Lawrence D. Reddick, Executive Director, Opportun-
ities Industrialization Center Institute

WORKSHOP B (Brunswick Room)

Chairman: Harold Shepard: W. E. Upjohn Institute for Employment Research
Resource Persons: Paul R. Thomson, Manager, Employee & Community Relations,
General Electric Co.; Samuel Daniels, Associate Director,
Council for Equal Business Opportunity; Don Garris, Vice
President, Sears Roebuck Foundation

WORKSHOP C (Columbus Room)

Chairman: Dr. Henry Brenner, Personnel Manager, Xerox Corporation
Resource Persons: Cecil Alexander, Finch, Alexander, Barnes, Rothschild &
Paschal, Architects; Berkeley G. Burrell, President,
National Business League; Ken Howard, Industrial Rela-
tions, Eastman Kodak Co.

WORKSHOP D (Section A Convention Hall)

Chairman: Rodney Austin, Personnel Manager, Reynolds Tobacco Co.
Resource Persons: Dr. Louis Kishkunas, Assistant Superintendent, OVT
Education, Pittsburgh; Adolph Holmes, Assistant Director,
Economic Development and Employment National Urban
League, Inc.; James J. Forth, Manager Employee and
Community Relations, General Electric Co.

WORKSHOP E (Section B Convention Hall)

Chairman: William Flynn, Director, STEP Program National Association of
Manufacturers

Resource Persons: Earl Redwine, Consultant, ESR; Richard Lyle, Assistant
Director, Urban League, South Regional Office; John
Wilson, President, Horne-Wilson Co.; E. L. Klein,
Manager, RCA

CITY OF ATLANTA



December 7, 1967

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant

MRS. ANN M. MOSES, Executive Secretary

DAN E. SWEAT, JR., Director of Governmental Liaison

MEMORANDUM

To: Mr. Cecil Alexander
Mr. Duane Beck
Mr. Bradley Currey, Jr.
Mr. Curtis Driskell
Mr. James Furniss
Mr. Don Gareis
Mr. Collier Gladin
Mr. Richard Hicks
Mr. Boisfeuillet Jones
Mr. T. M. (Jim) Parham
Mr. John Wilson

From: Dan Sweat

Attached is a copy of the Workshop line-ups for the Eastern Regional Action Conference of the Urban Coalition on Wednesday.

You will note that we have scheduled Don Gareis, Cecil Alexander and John Wilson to be local resource persons on the Workshop panels. We have also scheduled several members of our group to narrate the employment slide presentation. These are Clint Rodgers of EOA for Workshop A; Don Gareis - Workshop B; Duane Beck - Workshop C; Johnny Robinson of the Mayor's Office for Workshop D; and Curtis Driskell - Workshop E.

Curtis Driskell has revised the narrative script along the lines we have discussed. A copy of the revised script is attached so that the narrators might review it over the weekend and before the meeting. Copies of the

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December 7, 1967

visual slide presentation will be available Friday and those who might want to obtain a copy of the presentation to run through can call Curtis at the Chamber office at 521-0845.

Attached is another copy of the program so that you will know the time table.

Slide projectors will be furnished by the Chamber, EOA, Don Gareis, the Community Council, and the City. The City has two so that we will have an extra one in case we have technical difficulty with one. We will be in touch with the people who have offered their projectors on Tuesday so that we might collect them and have them ready for Wednesday morning's meeting.

If those persons furnishing projectors also have screens, it will be appreciated if we could borrow those at the same time.

Please call me or my secretary, Miss Faye Yarbrough, if any questions or problems arise.

DS:fy

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Co-Chairmen

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Chairman of the Board	President	President
General Electric Company	Building Service Employees	Mechanics & Farmers
New York	International Union AFL-CIO	Bank
	Washington	Durham, North Carolina

WORKSHOP A (Augusta Room)

Chairman: John L. Denman, Manager, Dept. of Urban Affairs, Ford Motor Co.
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Resource Persons: Paul R. Thomson, Manager, Employee & Community Relations, General Electric Co.; Samuel Daniels, Associate Director, Council for Equal Business Opportunity; Don Garreis, Vice President, Sears Roebuck Foundation

WORKSHOP C (Columbus Room)

Chairman: Dr. Henry Brenner, Personnel Manager, Xerox Corporation
Resource Persons: Cecil Alexander, Finch, Alexander, Barnes, Rothschild & Paschal, Architects; Berkeley G. Burrell, President, National Business League; Ken Howard, Industrial Relations, Eastman Kodak Co.

WORKSHOP D (Section A Convention Hall)

Chairman: Rodney Austin, Personnel Manager, Reynolds Tobacco Co.
Resource Persons: Dr. Louis Kishkunas, Assistant Superintendent, OVT Education, Pittsburgh; Adolph Holmes, Assistant Director, Economic Development and Employment National Urban League, Inc.; James J. Forth, Manager Employee and Community Relations, General Electric Co.

Mr. Moore
Page Two
December 6, 1967

situation in Atlanta. It addresses itself to the problem of people who need jobs and also to the employer's problem of jobs which need people.

Attached is a copy of the narrative script which accompanies the slides.

I hope you will have time to review this narrative and find the opportunity to comment on next Wednesday's meeting before that time. Editorial support would seem justified in a meeting of this importance.

I hope you can also attend the conference.

Sincerely yours,

Dan Sweat

DS:fy

Urban Coalition Holds

Holds Planning Conference On Hard-Core Unemployment

The Urban Coalition held an all day "Eastern Regional Action Conference - Expanding Employment Opportunities" at the Atlanta American Motor Hotel Wednesday, Dec. 13. The planning conference jointly sponsored by the Urban Coalition's Task Force on Private Employment, The Atlanta Chamber of Commerce and Mayor Allen's Office, attracted more than 275 local and national participants.

Mayor Ivan Allen, Jr. greeted the delegates to Atlanta during the opening general session in the grand ballroom. David Sullivan, president Building Service Employees - International Union AFL-CIO, presided over the opening session which also heard remarks from Augustus H. Sterne, president Atlanta Chamber of Commerce, Dr. Lawrence D. Reddick executive director; Opportunities Industrialization Center Institute (Philadelphia), and William Flynn, Director STEP Program of the National Association of Manufacturers.

Vernon Jordan, project director of voter registration: Southern Regional Council, presided over the

luncheon session which heard the key note address by Gerald L. Phillips, chairman of the Board General Electric Company. This is the third conference attended by Mr. Phillippe in the past two weeks as the Urban Coalition continues to focus attention on the nation's unemployment problems.

He noted that the traditional attitude of the business world with regards to job qualifications can no longer prevail if the American business and industry is to continue to prosper and expand.

He further stated that the Urban Coalition has scheduled other regional action planning conference to take the message direct to the business men everywhere.

Co-chairman of the conference were Mr. Phillippe, Mr. Sullivan and Mr. John Wheeler, president; Mechanics and Farmers Bank, Durham, N. C. There were five workshops.

Workshop A. included:

Chairman: John L. Denman, Manager, Dept. of Urban Affairs, Ford Co. Resource Persons: William Downs, Associate Services, Inc.; Dayton Harwick, Employee

and Community Relations, General Electric Co.; Dr. Lawrence D. Reddick, Executive Director, Opportunities Industrialization Center Institute.

Workshop B included:

Chairman: Harold Shepard; W. E. Upjohn Institute for Employment Research Resource Persons: Paul R. Thomson, Manager, Employee & Community Relations, General Electric Co.; Samuel Daniels, Associate Director, Council for Equal Business Opportunity; Don Garris, Vice President, Sears Roebuck Foundation.

Workshop C. included:

Chairman: Dr. Henry Brenner, Personnel Manager, Xerox Corporation Resource Persons: Cecil Alexander, Finch, Alexander, Barnes, Rothschild and Paschal, Architects; Berkeley G. Burrell, President, National Business League; Ken Howard, Industrial Relations, Eastman Kodak Co.

Workshop D included:

Chairman: Rodney Austin, Personnel Manager, Reynolds Tobacco Co. Resource Persons: Dr. Louis Kishkunas, Assistant Superintendent, OVT Education, Pittsburgh; Adolph Holmets, Assistant Director, Economic Development and Employment National Urban League, Inc.; James J. Forth, Manager Employee and Community Relations, General Electric Co.; Benjamin Goldstein, Director, The Council for Equal Business Opportunity.

Workshop E included:

Chairman: William Flynn, Director, STEP Program National Association of Manufacturers.

Resource Persons: Earl Redwine Consultant, ESR; Richard Lyle Assistant Director, Urban League South Regional Office; John Wilson, President, Horne - Wilson Co.; E. L. Klein, Manager, RCA

December 11, 1967

The Honorable Ivan Allen, Jr.
Mayor of Atlanta
City Hall
Atlanta, Georgia

Dear Ivan:

This will confirm our cancellation of the December 13, Hungry Club Forum program to avoid conflicting with the Urban Coalition Conference being sponsored by Dan Sweat's office on this date. To my knowledge, this is the only time in the 22-year history of the Hungry Club this has been done.

I have re-scheduled your Hungry Club appearance for January 24, 1968. You should know that this particular Hungry Club session will be a part of our observance of National YMCA Week.

Kindest personal regards.

Sincerely,



Franklin W. Thomas

FWT:ed

cc: W. A. Fowles
C. R. Stephens
Dan Sweat

It's Good Business to Solve Cities' Ills, Provide Jobs, 200 Businessmen Hear

By ALEX COFFIN

More than 200 top businessmen, most of them from the Southeast, gathered in Atlanta Wednesday and generally agreed that it's simply good business to expand job opportunities and help solve urban problems.

The regional conference—business, rather than “social welfare” oriented—was held at the American Motor Hotel by the National Urban Coalition in cooperation with the Atlanta Chamber of Commerce and city government.

A slide presentation, speeches and workshop discussion centered on the words of the keynote speaker, Gerald L. Phillippe, chairman of the board of General Electric Co., who said:

“What this situation boils down to is that at a time when business sees a wide need for a more effective labor force, the urban labor market will provide

us with less than ever in terms of quality and quantity.”

“The cities are going to be his principal market place, and, more importantly, the prime source of his labor supply.”

Rodney Austin, personnel manager for Reynolds Tobacco Co., said. “The point of the Urban Coalition is that you can change things.” But, Austin, warned, business should “clean up, eliminate duplication, then fill the gaps.” in the field of employment.

Austin, who headed one of the workshop discussions, told of Winston-Salem, N.C. Mayor M. C. Benton's urging the business community to be informed realistically concerned, committed and massively involved.

Phillippe said it this way: The Urban Coalition “is trying to see if it can generate more action at all levels of the business community — some-

thing tantamount to a national head of steam — to try and turn this ghetto situation around.

“If we businessmen are not going to take major role in tackling, and eventually solving, the problems in our cities, then who will?

The frequently heard problem of getting the jobs and the people together got a full airing. Also, the problem of the underemployed.

Phillippe said that effective program must be geared to the ghetto, even the neighborhood in the ghetto. And, he said, real work opportunities must be provided. “What we should offer is a hand-up, not a hand-out,” he said.

New hiring techniques and practices must be used—taking into consideration the prior experiences and present attitudes of the urban dweller of today, Phillippe said.

Dr. Lawrence D. Reddick, executive director of Opportunities Industrialization Center Institute in Philadelphia, said earlier in the day that employers must be concerned with those unemployed who have given up looking, those who work full time for part-time pay and those who work part-time but want to work full time.

Skills that are marketable must be provided, Reddick said.

In some cases, James J. Forth of General Electric, said, firms can lessen skill requirements because of recent technological advances. “Also, the skill of the worker can be increased,” he added.

The morning workshops featured a film prepared by the Atlanta Chamber of Commerce, Atlanta city government, the Community Council of the Atlanta Area and Economic Opportunity Atlanta.

The film pointed to the paradox of the existence here of “jobs needing people” and “people needing jobs.”

And while white-collar jobs will increase greatly in the years to come, the great increase in the central city population will be among the unqualified.

“Unemployment can stop growth in its tracks” and “strengthen the market by decreasing the tax drain” were other points made by the film.

Several expressed concern that not enough businessmen involved themselves in the operation of the schools—who supply the “most important raw material,” according to Eugene Rowen, administrative director of Plans for Progress. “They (businessmen) remain aloof and allow what they wouldn't from other suppliers.”

William Flynn, director of the STEP program of the National

Urban Talks to Draw 250

Some 250 business leaders are expected at a regional National Urban Coalition job conference at the American Motor Hotel Wednesday.

The major address will be by

Gerald L. Phillippe, chairman of the board of General Electric Co., at the luncheon.

Workshops on various phases of employment opportunity will be held at morning and afternoon sessions.

The National Urban Coalition was formed last fall to serve as a super lobby for urban areas and to inform the public about urban problems.

Mayor Ivan Allen formed a local coalition a few weeks ago.

Association of Manufacturers, warned those in attendance earlier in the day:

“Attending conferences is not a substitute for action following the conference.”

December 6, 1967

corrected
Mr. Luke Green
WAH Television
1611 West Peachtree Street, N. E.
Atlanta, Georgia 30309

Dear Luke:

Next Wednesday, December 13, the National Urban Coalition will sponsor an Eastern Regional Action Conference of great importance to Atlanta.

This conference will deal with Expanding Employment Opportunities in private industry for unemployed and underemployed individuals.

The Atlanta Chamber of Commerce and Mayor Allen are cooperating with the Task Force on Private Employment of the Urban Coalition in this conference.

Top business executives from throughout the Eastern U. S. will participate. Some of the firms who will take part in the workshop discussions are RCA, Eastman Kodak, R. J. Reynolds, G. E., and Ford. There are others, along with the National Association of Manufacturers, Urban League and local business executives and employment people.

Of key importance to the Atlanta people will be the "premier" of a slide film presentation recently developed on Atlanta's employment picture. This film was produced by the City of Atlanta, the Chamber of Commerce, EOA, the Community Council and Community Chest with financial support of the Sears-Roebuck Foundation. A couple of test runs on several business and government leaders has proven that the film produces real "nitty gritty" discussion of the employment

MEMORANDUM

To: Members, Human Resources Development Group

From: Curtis H. Driskell

Subject: Revisions and editing of employment slide narrative

As an aid in your comparison of the revised script with the old, the following notes and comments make reference to most of the suggested revisions, with the exception of of some of very minor nature. No attempt has been made to note every instance of judicious "tightening" or of simple rearrangement of script matter.

REFERENCES

Page 4 - New thought is injected, acknowledging existence of Merit Employers Association and its purposes.

Page 5 - New thought: cooperative effort, exemplified by Employer Workshop on Manpower Resources.

- Reasonable conclusion is drawn (2nd graf) that "it is apparent... something is being done..."

Page 6 - New phraseology (5th graf): "This may seem a paradox.." but it isn't new or peculiar to Atlanta.

Page 7 - Reasonable conclusion (3rd graf) that it's "elementary" employment can have a bad effect.

- Questions to ask ourselves (3rd and 4th grafs) are posed in different fashion , but questions are the same.

Page 8 - Expansion of a thought: "In short, what about tomorrow?"

Page 9 - Reasonable conclusion (2nd graf): "...we cannot afford to minimize it (unemployment)." Extension of that conclusion to relate to an objective of the script: One reason we can't minimize it is because we know there are others : not being counted.

- Entire 2nd graf has been rewritten as statement, instead of asking three times "what are the causes?" Eliminated from earlier script: "All right. Let's take a look at some of the causes." (The facts which followed that statement were not actually causes. For instance: Population has grown, more people live in cities, easier to get along without a job in rural environment.)

Page 10 - Rephrased reference to causes (2nd graf), with reasonable conclusion that "some of them stem, in part, from the very affluence we have described."

Page 12 - Inserted accurate figures on job projections. (Script originally had "corporate city" employment confused with "central business district.")

Page 14 - Tightened drastically suggestion to " put some of the facts together and see what they imply."

Page 15 - Rephrasing to get to the point: "Who are the people involved?"

Page 17 - Reversed order of two case histories. (Woman is more typical, based on facts and conclusions of our narrative, and should come first.) Also tightened descriptions of these two people.

Page 18 - Rewrote the relationship of their situations to future prospects. (In the script, they aren't actually unemployed.) Injected reasonable conclusion: that their prospects are poor for getting greatly improved jobs.

- Related available jobs more closely to case histories: "...not the sort of job to be filled by fifth-grade drop-out or untrained domestic."

Page 20 - Reasonable conclusion (2nd graf): relating on-the-job training opportunity to "need for workers" and "employer's willingness to help meet the problem." Further reasonable conclusion: that without such efforts, "the gap would be widening even faster."

- Tightened considerably introduction of job barriers.

Page 22 - Extension of conclusion: "These requirements are realistic standards... not arbitrary barriers..."

- Reasonable conclusion: Use of new phrases amounts to "tangible evidence" that employers are removing arbitrary barriers.

Memorandum

Page 3

Page 23 - Extension of earlier reasonable conclusion: "you can see that progress is being made..."

Page 24 - Extension of conclusions and broadening of the premise that there is some hope (1st and 2nd grafs): Gains not spectacular...can't promise solutions just around corner...but it's credit to businessmen...evidence that job is at least begun...only through business leadership can we find solutions."

Page 25 - Additional characteristic of narrative: "...We have tried to be realistic about our alternatives."



December 7, 1967



ATLANTA CHAMBER OF COMMERCE

1300 COMMERCE BUILDING / P. O. BOX 1740 / ATLANTA, GEORGIA 30301

MEMORANDUM

To: Cecil Alexander
Duane Beck
Brad Curry, Jr.
James Furniss
Don Gareis
Collier Gladin

Richard Hicks
Boisfeuillet Jones
James Parham
Dan Sweat
John C. Wilson

At the most recent meeting of the Human Resources Development Group, Dan Sweat and I were charged with the responsibility of taking our "employment" slide presentation in tow, seeking the best possible use of it in weeks to come, and coordinating details of using the presentation in the Regional Action Conference on Expanding Employment Opportunities, scheduled here December 13.

Each of you has been kept informed of developments on the conference, thanks to communications from Dan. You are aware that several, if not all, of us will be taking roles of narrators and moderators during workshop sessions of the conference. As we agreed, this opportunity should serve a dual purpose: to provide a meaningful program for the conference, and to allow us additional critique of our product and ideas for its future use.

This communication deals mainly with another implied responsibility which we accepted with the others: That of getting the production physically ready for use in the workshops.

By this time, you probably have received from Dan a letter and a copy of the script, as revised. Considerable thought and effort have gone into the revision, and I hope the end result justifies the means. However, I would not presume to railroad anything through, without first submitting it to the Group.


The revisions, for the most part, are of the tightening kind: "Judicious editing," as I prefer to call it. Narrative time is shorter by some three to five minutes, even though several pertinent new thoughts have been added. Several new slides have been added to reduce prolonged exposure of some original slides. Some inaccuracies (which we had recognized) and at least one erroneous implication (which we hadn't previously spotted) have been corrected or rephrased.

Memorandum
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No wanton liberties have been taken with the basic document, but I urge every member of the Group to review the changes. For your convenience in such a review, I am enclosing a summary of the significant points of departure from the original script, with a reason or explanation in support of each change of more than very minor nature.

This may be much ado about nothing. I personally believe you will approve of the final result. But I earnestly request that you call me at your earliest convenience to discuss any point on which there remains a shred of doubt or a particle of disagreement.

Respectfully submitted,



Curtis H. Driskell
Metropolitan Affairs Director

CHD/rnb

December 7, 1967



ATLANTA CHAMBER OF COMMERCE

1300 COMMERCE BUILDING / P. O. BOX 1740 / ATLANTA, GEORGIA 30301

November 28, 1967

Dear Mr. Employer:

☞ The National Urban Coalition Task Force on Private Employment will hold a Regional Planning Conference in Atlanta on Wednesday, December 13, to explore the possibilities of expanding employment opportunities for the hard-core unemployed.

☞ The Atlanta Chamber of Commerce and the City of Atlanta are cooperating with the Urban Coalition in this effort. Atlanta's key business executives are being invited to participate because of the special significance of this conference for Atlanta business.


☞ Mr. Gerald L. Phillippe, Chairman of the Board of General Electric Company and also Chairman of the Task Force, will keynote the conference. He will discuss programs instituted by private business to provide meaningful and productive jobs for the hard-core unemployed.

☞ Another part of the program will be a slide presentation on Atlanta's unemployment problem and its relationship to private business. The presentation was prepared by several Atlanta organizations as a means of stimulating discussion of approaches to our dual problem of people who need jobs and unfilled jobs which need people.

☞ The conference will be at the American Motor Hotel, 160 Spring Street, N. W. Registration will begin at 8:30 a.m., followed by a general session, workshops and a luncheon, with adjournment at 3:30 p.m. There is no registration fee; price of the luncheon is \$4.75 per person.

☞ Please make your plans now to attend, and return the enclosed card to assure your reservation.

Sincerely,


A. H. Sterne, Jr.
President


Ivan Allen, Jr.
Mayor

ADVISORY BOARD
COMMUNITY RELATIONS COMMISSION

NEW COMMITTEE MEMBERS

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Atlanta, Georgia

Ralph Hendrix
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Atlanta Gas Light Co.
Atlanta, Georgia

Carroll Jones
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Atlanta, Georgia

Herbert Megar
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55 Marietta St., N.W.
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Manager, Supply Branch
Retail Credit Co.
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Atlanta, Georgia

Richard A. Strauss, Store Manager
Ponce de Leon
Sears Roebuck & Co.
677 Ponce de Leon Ave., N.E.
Atlanta, Georgia

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Asst. Vice Pres. Main Office
First National Bank
Atlanta, Georgia

J. R. Wilson, Jr.
Wilson & Co., Real Estate
905 Hunter St., N.W.
Atlanta, Georgia

Saylors Andre
General District Manager
Georgia Power Co.
270 Peachtree St., N.W.
Atlanta, Georgia

D. T. Crockett, Jr.
Vice President
Lockheed-Georgia Co.
Marietta, Georgia

Hugh K. Rickenbaker
Asst. V. P. Public Relations
Life of Georgia
573 W. Peachtree, N.E.
Atlanta, Georgia
(Housing Committee)

John Smith
Advertising Manager
Atlanta Inquirer, Inc.
787 Parsons St., S.W.
Atlanta, Georgia

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City Editor
Atlanta Daily World
210 Auburn Ave., N.E.
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Citizens Trust Company
212 Auburn Ave., N.E.
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Otis Thorpe
Vice President
Q. V. Williamson & Co.
855 Hunter St., N.W.
Atlanta, Georgia

John Weitnauer
V. P. & Personnel Director
Rich's
45 Broad St., S.W.
Atlanta, Georgia

R. F. Clayton (Bob)
Public Relations Officer
Citizens & Southern National Bank
Marietta & Broad
Atlanta, Georgia

Melville Smiley
Davison's
180 Peachtree St., N.W.
Atlanta, Georgia 30303

Ben O'Callaghan, President
Ben O'Callaghan Co.
1279 Collier Rd., N.W.
Atlanta, Georgia
(Housing Committee)

James W. Wright
P.O. Box ~~28220~~ 20727
Atlanta, Georgia 30320
(Law & Equal Enforcement)

William Merritt
338 Lincoln St., S.W.
Atlanta, Georgia 30315
(Employment)

Mr. Alan H. Gould
A. R. Abrams, Inc.
362 Jones Avenue, N. W.
Atlanta, Georgia

Mr. Ben Hyman
Ben Hyman and Company
715 West Peachtree Street, N. E.

Mr. Abe Goldstein
Pryor Tire Company
458 Peachtree Street, N. E.

Dr. Irving H. Goldstein
826 Peachtree Street, N. E.

Mr. L. E. Nichols } you
Mr. J. B. Johnston } Northern
Bece

P. D. Davis
Franklin O'Neal
Stokes Tomlin
Mr. Harding Young

B. N. Donaldson - yes
C. A. Strauss (CCC) - + 1
yes

Eliza Paschall
John Cox - yes
Collier Gladin
Bill Howland - yes
Carl Sutherland - yes
Frank Steinbruegge
Jerry Cauble
Bill Allgood - yes
Clint Rodgers
John Standridge
Albert M. Davis
Ron Parker
Sam Caldwell
Robert B. Flanagan
Franklin Thomas
Bernie Harmon
Cecil Alexander
Curtis Driskell
Jim Parham - yes
James P. Furniss
Donald H. Gareis
Duane Beck - yes
Boisfeullet Jones - yes if back in town
John Wilson
Richard Hicks
Bradley Currey, Jr.
Robert Wood
Irving K. Kaler
Gerald T. Horton
Edward E. Schirmer - yes
Harold Arnold - yes
Hugh Gordon (Lockheed Georgia - Department 90-41, maritta

News Media:
Bill Hughes
Jim Montgomery
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Dale Clark
Paul Shields
Hal Suit
Ray Moore
Aubrey Morris
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Jondelle Johnson
Tom Oxnard
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Kenneth Slocum
Jack Nelson
Roy Reed
Joe Cumming
C. A. Scott
Ron Autry
Arlie Schardt
A. E. Heffernan

M. C. Seltzer
yes

Urban Coalition Members

Mrs. Harold
Abrams - yes
Mrs. Siegfried
Guthman - yes

Mrs. M. E. Richardson - yes
(LWW)
Mr. Erwin Stivers - yes
and Mrs. Mamie Brown - yes

Dr. Green - yes

Norma Collinson - yes
Glen P. Robinson
J. J. Lawhorne - yes
(Manpower Dir - Rockdale EGA)

DS

MARCY ASSOCIATES

Consultants to Management

3390 PEACHTREE ROAD, N. E. ATLANTA, GEORGIA 30326

Phone 231-4041

December 4, 1967

Mr. A. H. Sterne, President
Trust Company of Georgia
Pryor and Edgewood
Atlanta, Georgia

Dear Billy:

I have noted that a conference is scheduled here on December 13th by the National Urban Coalition Task Force for the purpose of exploring employment opportunities for the hard-core unemployed, and that you and Ivan Allen are sending out invitations. This letter is to request that an invitation to this conference be sent to me, and on to Dr. Harding B. Young, Dean of the Graduate School of Business Administration, Atlanta University.

Dr. Young heads up the Regional Economic Development & Business Service Center which has as its objectives the creation of jobs and the maintenance of technical assistance for existing business among the minority groups. I serve as a consultant to the Center.

I suggest that you may also want to consider Dr. Young for one of your Chamber of Commerce permanent committees concerned with unemployment, and business development among the minority groups.

Yours very truly,



S. Stokes Tomlin

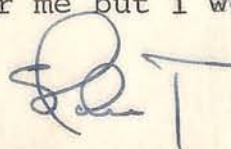
*mailed
12/6/67
ST*

SST:tc

cc: Mayor Ivan Allen

P.S. My dear Ivan:

I am sure you would not remember me but I was in the Class of '36, or maybe it was '37



Atlanta Jewish Welfare Federation, Inc.

The newly formed central agency merging the Atlanta Jewish Community Council,
Jewish Welfare Fund and the Jewish Social Service Federation

41 Exchange Place, S. E.

Atlanta, Georgia 30303

Phone 525-4825

ABE GOLDSTEIN
PRESIDENT

M. C. GETTINGER
EXECUTIVE DIRECTOR

December 6, 1967

Mr. Dan Sweat, Jr.
Director of Governmental Liaison
City Hall
Atlanta, Ga. 30303

Dear Mr. Sweat:

Thank you for your letter of November 30th regarding
our participation in the Atlanta Urban Coalition.
I shall be awaiting further information from you
following your memorandum to the Steering Committee.

I am planning to attend the December 13th Conference.

Sincerely yours,

M. C. Gettinger
M. C. Gettinger
Executive Director

MCG:rgf

NATIONAL COUNCIL OF JEWISH WOMEN

793 Piedmont Ave., N.E.
Atlanta, Ga. 30308.

Telephone: 876-7236

231-1693



ATLANTA SECTION

File Note

↑ Tell them to come

December 8, 1967.

Mr. Dan E. Sweat Jr.,
Director of Government Liaison,
City Hall,
Atlanta, Ga. 30303.

Dear Mr. Sweat,

Thank you for your memorandum of November 30, regarding the meeting on December 13, of the Task Force on Private Employment of the National Urban Coalition, to be held at the American Motor Hotel.

Mrs. Harold Abrams and Mrs. Siegfried Guthman would like to attend, and we would appreciate it if you would kindly make the necessary arrangements, since we did not receive a reservation card.

Sincerely yours,

NATIONAL COUNCIL OF JEWISH WOMEN.

Marilyn Shubin
(Mrs.) Joshua D. Shubin,
President, Atlanta Section.

JDS/LR/bj

P. S. I regret very much that I cannot attend, but Mrs. Abrams and Mrs. Guthman will attend as representatives of the National Council of Jewish Women. Please make their reservation for luncheon as well as for the conference. It is possible we will have several other representatives during part of the day.

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY

51 IVY STREET, N. E. ATLANTA, GEORGIA 30303

J. B. DAVIS, JR.
DIVISION COMMERCIAL MANAGER
AREA CODE 404 529-8014

December 6, 1967

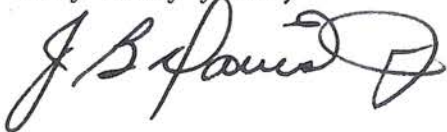
Mr. Dan E. Sweat, Jr.
Director of Governmental Liaison
City of Atlanta
City Hall
Atlanta, Georgia 30303

Dear Mr. Sweat:

I regret that a prior commitment will make it impossible for me to attend the Eastern Regional Conference of the National Urban Coalition on December 13. Due to the importance of the matters to be discussed at this meeting, Mr. L. R. Nicholas, General Personnel Manager for Georgia, and Mr. J. G. Johnston, Atlanta Division Personnel Manager, will attend this meeting.

I appreciate your invitation to attend and again express my regret in not being able to do so.

Very truly yours,



JBD:aq

U.S. DEPARTMENT OF LABOR
OFFICE OF INFORMATION, PUBLICATIONS, AND REPORTS

311 - 1371 PEACHTREE STREET, N. E.
ATLANTA, GEORGIA 30309
TELEPHONE: 404- 526-5495

OFFICE OF REGIONAL DIRECTOR

December 4, 1967

Mr. Dan Sweat, Jr.
Director of Governmental Liaison
City of Atlanta
City Hall
Atlanta, Georgia 30303

Dear Dan:

Thank you for your memorandum of December 1 relative to
the December 13 meeting.

I plan to attend and assume that I can pay for my luncheon
at the meeting.

Sincerely,

A handwritten signature in blue ink that reads "Bill".

William I. Allgood

December 5, 1967

Mr. Eugene Patterson, Editor
The Atlanta Constitution
10 Forsyth Street, N. W.
Atlanta, Georgia

Dear Gene:

Next Wednesday, December 13, the National Urban Coalition will sponsor an Eastern Regional Action Conference of great importance to Atlanta.

This conference will deal with Expanding Employment Opportunities in private industry for unemployed and underemployed individuals.

The Atlanta Chamber of Commerce and Mayor Allen are cooperating with the Task Force on Private Employment of the Urban Coalition in this conference.

Top business executives from throughout the Eastern U. S. will participate. Some of the firms who will take part in the workshop discussions are RCA, Eastman Kodak, R. J. Reynolds, G.E., and Ford. There are others, along with the National Association of Manufacturers, Urban League and local business executives and employment people.

Of key importance to the Atlanta people will be the "premier" of a slide film presentation recently developed on Atlanta's employment picture. This film was produced by the City of Atlanta, the Chamber of Commerce, EOA, the Community Council and Community Chest with financial support of the Sears-Roebuck Foundation. A couple of test runs on several business and government leaders have proven that the film produces real "nitty gritty" discussion of the employment

Mr. Patterson
Page Two
December 5, 1967

situation in Atlanta. It addresses itself to the problem of people who need jobs and also to the employer's problem of jobs which need people.

Attached is a copy of the narrative script which accompanies the slides.

I hope you will have time to review this narrative and find the opportunity to comment on next Wednesday's meeting before that time. Editorial support would seem justified in a meeting of this importance.

I hope you can also attend the conference.

Sincerely yours,

Dan Sweat

DS:fy

Mr. Green
Page Two
December 6, 1967

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I hope you can also attend the conference.

Sincerely yours,

Dan Sweat

DS:fy

December 6, 1967

Mr. Jack Spalding, Editor
The Atlanta Journal
10 Forsyth Street, N. W.
Atlanta, Georgia

Dear Jack:

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Top business executives from throughout the Eastern U. S. will participate. Some of the firms who will take part in the workshop discussions are RCA, Eastman Kodak, R. J. Reynolds, G. E., and Ford. There are others, along with the National Association of Manufacturers, Urban League and local business executives and employment people.

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December 6, 1967

Mr. Dale Clark
WAGA Television
1551 Briarcliff Road, N. E.
Atlanta, Georgia

Dear Dale:

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This conference will deal with Expanding Employment Opportunities in private industry for unemployed and underemployed individuals.

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December 6, 1967

Mr. Ray Moore
WSB-TV
1601 West Peachtree Street, N. E.
Atlanta, Georgia 30309

Dear Ray:

Next Wednesday, December 13, the National Urban Coalition will sponsor an Eastern Regional Action Conference of great importance to Atlanta.

This conference will deal with Expanding Employment Opportunities in private industry for unemployed and underemployed individuals.

The Atlanta Chamber of Commerce and Mayor Allen are cooperating with the Task Force on Private Employment of the Urban Coalition in this conference.

Top business executives from throughout the Eastern U. S. Will participate. Some of the firms who will take part in the workshop discussions are RCA, Eastman Kodak, R. J. Reynolds, G. E., and Ford. There are others, along with the National Association of Manufacturers, Urban League and local business executives and employment people.

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CITY OF ATLANTA



December 1, 1967

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

MEMORANDUM

To:

From: Dan Sweat

Attached is a copy of a letter sent out by Mayor Allen and Billy Sterne inviting top executives of the major employers in the Atlanta area to the December 13 Eastern Regional Conference of the National Urban Coalition.

The conference will deal with expanding employment opportunities and will feature several nationally known executives who are assisting the efforts of the National Coalition in expanding opportunities for employment of the unemployed and under-employed in private enterprise.

I think this program will be of significant interest to you and I hope that you will be able to attend and participate.

DS:fy

CITY OF ATLANTA



CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

December 1, 1967

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

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DS:fy

CITY OF ATLANTA



November 30, 1967

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant

MRS. ANN M. MOSES, Executive Secretary

DAN E. SWEAT, JR., Director of Governmental Liaison

MEMORANDUM

To: Members of Atlanta Local Urban Coalition

From: Dan Sweat

Enclosed is a letter of invitation and program concerning the December 13 meeting of the Task Force on Private Employment of the National Urban Coalition.

I hope that all of you can make your plans to attend this important conference.

DS:fy

Enclosures (2)



ATLANTA CHAMBER OF COMMERCE

1300 COMMERCE BUILDING / P. O. BOX 1740 / ATLANTA, GEORGIA 30301

November 28, 1967

Dear Mr. Employer:

☞ The National Urban Coalition Task Force on Private Employment will hold a Regional Planning Conference in Atlanta on Wednesday, December 13, to explore the possibilities of expanding employment opportunities for the hard-core unemployed.

☞ The Atlanta Chamber of Commerce and the City of Atlanta are cooperating with the Urban Coalition in this effort. Atlanta's key business executives are being invited to participate because of the special significance of this conference for Atlanta business.

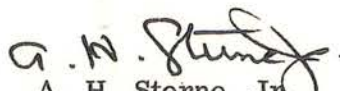
☞ Mr. Gerald L. Phillippe, Chairman of the Board of General Electric Company and also Chairman of the Task Force, will keynote the conference. He will discuss programs instituted by private business to provide meaningful and productive jobs for the hard-core unemployed.

☞ Another part of the program will be a slide presentation on Atlanta's unemployment problem and its relationship to private business. The presentation was prepared by several Atlanta organizations as a means of stimulating discussion of approaches to our dual problem of people who need jobs and unfilled jobs which need people.

☞ The conference will be at the American Motor Hotel, 160 Spring Street, N. W. Registration will begin at 8:30 a.m., followed by a general session, workshops and a luncheon, with adjournment at 3:30 p.m. There is no registration fee; price of the luncheon is \$4.75 per person.

☞ Please make your plans now to attend, and return the enclosed card to assure your reservation.

Sincerely,


A. H. Sterne, Jr.
President


Ivan Allen, Jr.
Mayor

Atlanta Jewish Welfare Federation, Inc.

The newly formed central agency merging the Atlanta Jewish Community Council,
Jewish Welfare Fund and the Jewish Social Service Federation

41 Exchange Place, S. E.

Atlanta, Georgia 30303

Phone 525-4825

ABE GOLDSTEIN
PRESIDENT
M. C. GETTINGER
EXECUTIVE DIRECTOR

November 29, 1967

Mr. Dan Sweat
City Hall
68 Mitchell St., S.W.
Atlanta, Ga. 30303


Dear Mr. Sweat:

In accordance with our telephone conversation of last Friday I wish to advise you that the Atlanta Jewish Welfare Federation is interested in participating in the work of the Atlanta Urban Coalition.

The Atlanta Jewish Welfare Federation represents virtually all the adult Jewish organizations in greater Atlanta. As the letterhead indicates this central Jewish communal agency is the result of the recent merger of the Atlanta Jewish Community Council, the Welfare Fund and the Social Service Federation. I am enclosing a chart describing the structure and program of the Federation.

Please do not hesitate to call upon us if we can be of any assistance to the work of the City of Atlanta.

Sincerely yours,


M. C. Gettinger
Executive Director

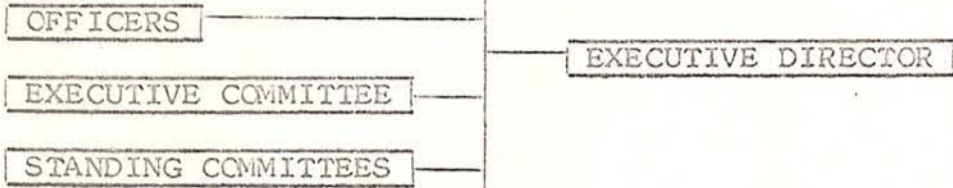
Enclosure

MCG:rgf

MEMBERSHIP		
<u>INDIVIDUAL MEMBERS</u> All adult contributors to Annual Campaign.	<u>ORGANIZATION MEMBERS</u> Jewish organizations with minimum membership of 50.	<u>CONSTITUENT MEMBERS</u> Composed of local beneficiary agencies.

DELEGATE ASSEMBLY
Composed of representatives of affiliated organizations and representatives-at-large; acts largely as a forum body.

BOARD OF DIRECTORS - 48 MEMBERS
Administers and conducts the affairs of the Central Communal Agency.



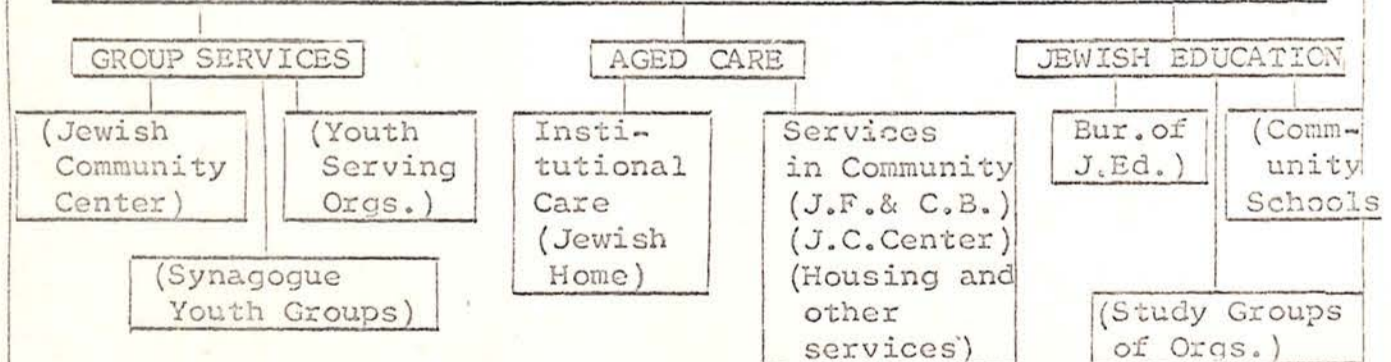
DEPARTMENTS
A Vice-President and a Vice-Chairman responsible for each Department.

I.
CAMPAIGNING AND ALLOCATIONS
Plans and conducts Annual Campaign; collects and disburses funds; clearing house for fund-raising efforts directed at Jewish community

II.
COMMUNITY RELATIONS AND INTERNAL JEWISH AFFAIRS
Combats discrimination and promotes ideals of democracy; promotes general welfare of the Jewish Community; conducts Community Calendar

III.
SOCIAL SERVICE
Conducts Jewish Family and Children's Bureau agency, Ben Massell Dental Clinic and any social welfare programs assigned to it.

IV.
COMMUNITY SERVICES AND PLANNING
Coordinates and promotes inter-agency cooperation; responsible for community-wide planning, fact-finding and social research in following areas:



November 24, 1967

NATIONAL COORDINATORS WEEKLY REPORT

LOCAL COALITIONS

The third in a series of regional conferences to assist local communities in forming their own Urban Coalitions will be held in San Francisco on November 30 in the San Francisco Hilton.

The program format will be similar to those used for the previous two successful conferences in Chicago and Minneapolis, with emphasis on "how-to-do-it" workshops. The three general sessions will feature remarks by San Francisco Mayor Shelley and Mayor-Elect Alioto, The Most Reverend Joseph McGucken, Kenneth Wright, Vice President and Chief Economist of the Life Insurance Association of America, California State Assemblyman John T. Knox, Bishop Donald Harvey Tippett and Frances Barnes, Vice President of the Crown Zellerbach Corporation and President of the Management Council for Bay Area Employment Opportunity.

A similar regional conference for eastern cities, originally set for December 11 in New York City, has been postponed because of scheduling problems to the second week of January. You will shortly be advised of the exact date.

PUBLIC SERVICE EMPLOYMENT AND URBAN LEGISLATION

More than 40 Washington representatives of organizations which support the program of the Urban Coalition attended a luncheon meeting in the Statler Hilton Hotel on November 20.

Featured speaker Mayor John Lindsay of New York City stressed the necessity of a united legislative effort to move bills supported by the Coalition through Congress. Andrew Biemiller, Legislative Director of AFL-CIO, cited a case history to illustrate the positive value of business and labor representatives going together to call on Congressmen. Rabbi Richard G. Hirsch of the Union of American Hebrew Congregations described

the growing awareness of church groups of the need to be active in public affairs.

PRIVATE EMPLOYMENT

On November 21 the Task Force on Private Employment met in Detroit with the Employment and Education Committee of the New Detroit Committee. The meeting was chaired by William M. Day, president of Michigan Bell Telephone Company.

In his remarks to the group, Task Force-Co-Chairman Gerald Phillippe, Chairman of the Board of the General Electric Company, said "As a representative of the Task Force on Private Employment I have been encouraging businessmen to enter into a regular program of exchanging ideas on this subject and pitching in on useful programs to get at some of these urgent needs. All sectors of the society need to help each other and we need to join together in useful programs to create new opportunities for self-realization in our City slums."

"In some cities it would sound strange, but there is a growing feeling among businessmen of my acquaintance and among some of our own General Electric plant managers that a substantial measure of our business success in the future is going to depend on our ability to help a good number of these hard-core unemployables become productive workers and citizens."

HOUSING, RECONSTRUCTION AND INVESTMENT

The Task Force met in New York on November 21. Twelve additional members have been recruited to work with this group. A major working paper is being developed to guide this Task Force in developing a long-range program.

CITY OF ATLANTA

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

November 30, 1967

MEMORANDUM

To: Members of Urban Coalition Steering Committee

From: Dan Sweat

Enclosed is a letter of invitation and program concerning the December 13 meeting of the Task Force on Private Employment of the National Urban Coalition.

I hope that all of you can make your plans to attend this important conference.

We might need to ask members of the Steering Committee to actively participate in the workshops as part of panel discussions. If this should be the case, I will notify you at the earliest possible moment.

I am also attaching a letter from Mr. M. C. Gettinger, Executive Director of the Atlanta Jewish Welfare Federation, Inc., which is a newly formed central agency involving the Atlanta Jewish Community Council, the Jewish Welfare Fund and the Jewish Social Service Federation. As Mr. Gettinger's letter states, the Federation represents virtually all the adult Jewish organizations in Atlanta and would be the most appropriate representative of all the Jewish organizations on the Urban Coalition Steering Committee.

Several organizations and many individuals have called my attention to the fact that the Jewish community is not represented on the Steering Committee and I feel that the Steering Committee should give some thought to inviting Mr. Abe Goldstein, President of the Atlanta Jewish Welfare Federation, Inc., to serve as a member of the Steering Committee.

DS:fy



ATLANTA CHAMBER OF COMMERCE

1300 COMMERCE BUILDING / P. O. BOX 1740 / ATLANTA, GEORGIA 30301

November 28, 1967

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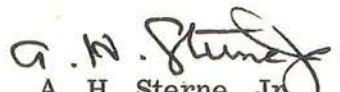
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☞ Another part of the program will be a slide presentation on Atlanta's unemployment problem and its relationship to private business. The presentation was prepared by several Atlanta organizations as a means of stimulating discussion of approaches to our dual problem of people who need jobs and unfilled jobs which need people.

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☞ Please make your plans now to attend, and return the enclosed card to assure your reservation.

Sincerely,


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President


Ivan Allen, Jr.
Mayor

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41 Exchange Place, S. E.

Atlanta, Georgia 30303

Phone 525-4825

ABE GOLDSTEIN
PRESIDENT

M. C. GETTINGER
EXECUTIVE DIRECTOR

November 29, 1967

Mr. Dan Sweat
City Hall
68 Mitchell St., S.W.
Atlanta, Ga. 30303


Dear Mr. Sweat:

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The Atlanta Jewish Welfare Federation represents virtually all the adult Jewish organizations in greater Atlanta. As the letterhead indicates this central Jewish communal agency is the result of the recent merger of the Atlanta Jewish Community Council, the Welfare Fund and the Social Service Federation. I am enclosing a chart describing the structure and program of the Federation.

Please do not hesitate to call upon us if we can be of any assistance to the work of the City of Atlanta.

Sincerely yours,


M. C. Gettinger
Executive Director

Enclosure

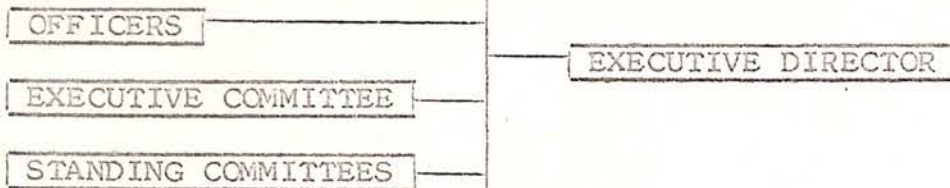
MCG:rgf

STRUCTURE OF ATLANTA JEWISH WELFARE FEDERATION, INC.

MEMBERSHIP		
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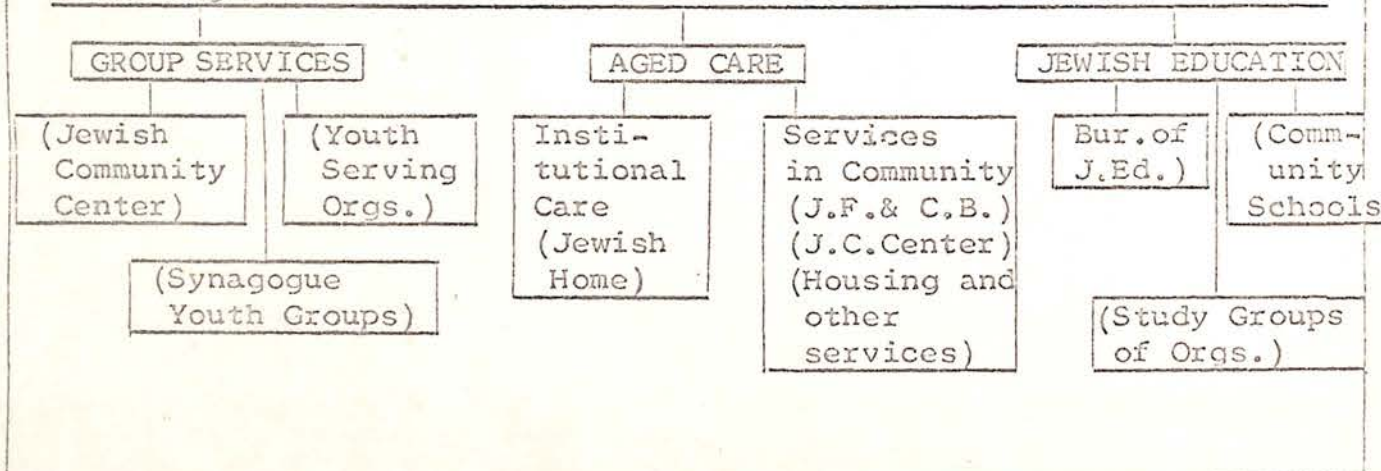
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A Vice-President and a Vice-Chairman responsible for each Department.

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CAMPAIGNING AND ALLOCATIONS
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II.
COMMUNITY RELATIONS AND INTERNAL JEWISH AFFAIRS
Combats discrimination and promotes ideals of democracy; promotes general welfare of the Jewish Community; conducts Community Calendar

III.
SOCIAL SERVICE
Conducts Jewish Family and Children's Bureau agency, Ben Massell Dental Clinic and any social welfare programs assigned to it.

IV.
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Coordinates and promotes inter-agency cooperation; responsible for community-wide planning, fact-finding and social research in following areas:



7/27/67.

The Urban Coalition / Federal Bar Building West / 1819 H Street, N.W. Washington, D. C. / 20006

Steering Committee Co-chairmen: Andrew Heiskell / A. Philip Randolph

November 14, 1967

Mr. Dan Sweat
City Hall
Atlanta, Georgia


Dear Dan:

Copies of the letters of invitation to the Atlanta meeting are enclosed. One of the letters is being sent to persons already on our mailing list and the other letter with the Statement of Principles, Goals, and Commitments is being sent to persons not on our mailing list.

I think we will need twelve people to assist us on the day of the meeting. This includes registration desk, sell luncheon tickets, pass out literature, take up tickets, answer telephones, and any last minute problem.

I am also enclosing some names of local business leaders which I have come across. The Mayor may want to extend an invitation to some of them.

Very truly yours,


Mel Cotton
Associate Coordinator

MC/jc

Enclosures

The Urban Coalition / Federal Bar Building West / 1819 H Street, N.W. Washington, D. C. / 20006

Steering Committee Co-chairmen: Andrew Heiskell / A. Philip Randolph

November 13, 1967

Dear Friend:

On August 24, 1967, 1,200 leaders of American life met in Washington at an Emergency Convocation called by the Urban Coalition. The Coalition, representing business and the professions, organized labor, religion, civil rights groups and local government, was established in response to the urgent need for action in behalf of the nation's cities.

The enclosed Statement of Principles, Goals, and Commitments was adopted by the Urban Coalition. You will note that the statement identifies specific problem areas and appeals to both the public and private sector for action to meet these needs. The Coalition has created Task Forces--one of which is the Task Force on Private Employment--to focus on the individual problem areas.

Expanding employment opportunities for the hard-core unemployed has been given top priority by the Coalition. The Task Force on Private Employment is holding a series of Regional Planning Conferences to discuss this difficult and complex problem.

The conferences are scheduled to be held in Atlanta, Georgia on December 13, 1967; Phoenix, Arizona on January 17, 1968 and Kansas City, Missouri on January 24, 1968.

We hope your schedule will permit you to join us in this most important project. Please complete the attached card indicating the conference you plan to attend.

We are enclosing a list of states covered by each of the conferences. It would be most helpful if you would supply us with the names and addresses of appropriate officials in these states so we may extend an invitation to them. In the meantime, we hope you will communicate your interest and support of this endeavor to these officials.

November 13, 1967

Page 2

More specific information on the program will be sent to you in the very near future. If you have any questions regarding these activities, please contact Mr. Mel Cotton, The Urban Coalition, 1819 H Street, N. W., Washington, D. C. Telephone Number: 293-1530.

Gerald L. Phillippe
Chairman of the Board
General Electric Company
570 Lexington Avenue
New York, New York

David Sullivan, President
Building Service Employees
International Union
900 17th Street, N. W.
Washington, D. C.

John Wheeler, President
Mechanics and Farmers
Bank
Box 1932
Durham, North Carolina

Enclosures

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The first conference is scheduled to be held at the Atlanta-American Motor Hotel in Atlanta, Georgia on December 13, 1967. Other conferences are planned for Phoenix, Arizona on January 24, 1968 and Kansas City, Missouri on January 24, 1968.

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Gerald L. Phillippe
Chairman of the Board
General Electric Company
570 Lexington Avenue
New York, New York

David Sullivan, President
Building Service Employees
International Union
900 17th Street, N. W.
Washington, D. C.

John Wheeler, President
Mechanics and Farmers
Bank
Box 1932
Durham, North Carolina

Enclosures

WORKSHOP E (Section B Convention Hall)

Chairman: William Flynn, Director, STEP Program National Association of
Manufacturers

Resource Persons: Earl Redwine, Consultant, ESR; Richard Lyle, Assistant
Director, Urban League, South Regional Office; John
Wilson, President, Horne-Wilson Co.; E. L. Klein,
Manager, RCA

VISUAL

SCRIPT

SLIDE # 1

When the community welfare is in danger, and when opportunity knocks, it's traditional in Atlanta that businessmen give the most important leadership. Our subject today is loaded with danger and opportunity.

SLIDE # 2

This presentation was brought about by five organizations serving our community -- under the leadership of businessmen. Businessmen give intelligent direction toward worthwhile goals, and they use special abilities to shape effective programs. Their dedication has inspired the support and participation of other vital community elements.

These organizations are...

SLIDE # 3

...The City of Atlanta...

SLIDE # 4

...The Atlanta Chamber of Commerce...

SLIDE # 5

...The Community Council of the Atlanta Area...

SLIDE # 6

...The Greater Atlanta United Appeal...

SLIDE # 7

...and Economic Opportunity Atlanta, Incorporated.

VISUAL

SCRIPT

SLIDE # 8

As Atlanta grows, so grows the need for continued leadership by businessmen. With Atlanta's growth, the very problems these organizations exist to meet will keep on growing.

We want to concentrate on just one of these problems: JOBS. These organizations are all concerned with jobs. Employment ...and unemployment...are at the core of their programs.

SLIDE # 9

Atlanta's attractiveness as a place to live and do business depends a great deal on the municipal services of the city... schools, water supply, streets, fire protection and police protection. Local tax funds support the city and finance these services. Thus, the extent and quality of municipal services depend on whether there is profitable business activity, and whether our citizens are productively employed.

SLIDE # 10

The Chamber of Commerce seeks a continually growing business community. It looks for growth in industry and jobs...which stimulate trade. And it seeks growth in community facilities which, in turn, help bring in more industry and more jobs.

VISUAL

SCRIPT

SLIDE # 10

The Community Council is a social planning agency. It helps coordinate growth by collecting and analyzing facts, by helping develop programs of community benefit, and by getting sponsorship for needed programs.

SLIDE # 12

The United Appeal supports agencies with purposes related to the social needs of our community...in health, recreation, family counseling, and care for children and the aged. Filling these social needs is often the key to getting a job, or keeping it. The Urban League and Goodwill Industries are two United Appeal agencies with functions directly related to jobs.

SLIDE # 13

Economic Opportunity Atlanta, Incorporated, brings together all segments of the city in a concerted effort against poverty. E-O-A coordinates and channels services to the poor, and starts new services for needs which aren't being met. E-O-A tries to help people help themselves...to make them contributing members of society...and to break the vicious cycle of poverty that becomes more serious with each generation.

VISUAL

SCRIPT

SLIDE #

15

There are many other agencies which offer services in the field of employment and unemployment. The organizations we mentioned work closely with a number of them, sharing information, facilities and ideas. You probably are familiar with the programs of these other agencies, or perhaps have participated in one of the programs. To name just a few of these agencies...

...The State Employment Service of the Georgia Department of Labor...our vocational schools... Family and Children's Services...the Vocational Rehabilitation Division of the State Department of Education...the manpower and apprentice training programs of the U. S. Department of Labor.

There are other organizations, more recently established, which concentrate their efforts on a particular phase of Atlanta's employment. For example...the Atlanta Employers Voluntary Merit Employment Association, which is a group of businessmen with a mutual desire to halt discrimination practices in employment.

VISUAL

SCRIPT

SLIDE # 15

Often, several of these organizations will pool their resources in a cooperative effort. A recent example was the Employer Workshop on Manpower Resources, held in late November through the efforts of three organizations -- the Chamber of Commerce, the Merit Employment Association, and the Georgia Department of Labor. Its purpose was to help employers evaluate all the available manpower resources and employability programs against their own job requirements.

SLIDE # 16

It is obvious, then, that these organizations recognize their community responsibilities in employment. It is apparent, too, from the programs and activities under way, that something is being done to help get our unemployed people on the job.

The need for continued business leadership is equally clear. None of these organizations, individually or collectively, claims to have all the answers to unemployment. And no one yet has solved the problems that cause unemployment.

VISUAL

SCRIPT

SLIDE # ~~16~~ 17

We can't promise all the answers, either. But our purpose, during the next few minutes, is to look at some of the facts... raise some questions...and provoke some thinking among this group that, perhaps, will lead us toward some of the answers.

Specifically, let's try to determine the extent of the problem in Atlanta. Let's examine the problem as it directly affects businessmen, and addresses itself to the programs of our community organizations.

Begin by stating the problem in its simplest terms:

SLIDE # ~~17~~ 18

In our community, jobs are going unfilled. At the same time, people are unemployed.

This may seem a paradox...but we know it is not a new situation, nor is it peculiar to Atlanta. There've always been people out of work. And, except during depressions, there've always been jobs open for willing, qualified workers. This is true in every economy which provides employment for a great

VISUAL

SCRIPT

number of people... even in a market as healthy as Atlanta's today.

So we're looking beyond the normal and commonplace. We want to talk about what we can do after the pool of qualified workers runs out and some of the jobs are still unfilled. We need to consider people who aren't working because of limited education or none at all... physical handicaps... not enough skill or motivation... or combinations of these things.

SLIDE # 19

It's elementary that unemployment can have a bad effect on the economic health of the community. But bring it closer to home by asking this question: What is my duty, as a citizen, to try to cut down the high cost of public maintenance of our people who aren't productively employed?

SLIDE # 20

Turn the question around: What is my opportunity, as a businessman, to strengthen our markets and economy by helping convert a big tax drain into purchasing power and taxable income? Suppose we could somehow add 100 dollars a month to the incomes of all the Atlanta families which now

VISUAL

SCRIPT

earn less than 4,000 dollars a year? This would increase the purchasing power among these people by more than 95 million dollars a year.

SLIDE # **21**

But perhaps the most important dimension to be examined is this: What effect will unemployment and underemployment right now have on Atlanta's growth potential? In short, what about tomorrow?

SLIDE # **22**

Compared to other parts of the country, Atlanta has relatively little unemployment. We often brag about our low rate...which is officially 2-point-5 per cent.

SLIDE # **23**

Part of the reason for this low rate is Atlanta's key position in the Southeast... a region which has had a lion's share of the nation's postwar economic growth. We can also thank programs such as Forward Atlanta, through which Atlanta's business leadership has been imaginative and aggressive in getting the share we deserve of the nation's growth.

VISUAL

SCRIPT

SLIDE # 24

In a full economy, the qualified, willing job-seeker can find work. By almost any standard, 1967 and several years previous have been years of full economy in Atlanta. Retail sales, effective buying income, and other economic indicators have been moving steadily up. Certainly, we can't blame unemployment on any lack of health in the Atlanta economy.

SLIDE # 25

We said our unemployment is comparatively small...by official measurement. Yet, for a number of reasons, we cannot afford to minimize it. For one, we know that there are many others who are less than fully employed but who aren't counted with the 2.5 per cent. They don't fit the statistical definition of unemployed.

SLIDE # 26

No one is certain how many people are in this category. And we can only wonder how many children are growing up to carry on *family* traditions of poverty, ignorance, poor health, idleness, and willing or unwilling dependence on public and private doles.

SLIDE # 27

Our population has grown. In 1967, the 2.5 per cent represents thousands more people than it did ten years ago.

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SCRIPT

SLIDE # **28**

More people live in cities today. They are easier to count, put in categories, and observe. In a rural environment, there are more ways to subsist without formal employment.

We are familiar with some of the causes of unemployment, and some of them stem, in part, from the very affluence we have described. Minimum qualifications for some jobs are rising faster than the average educational attainment. There are problems of health, housing and even transportation, and there are deserted mothers tied to the care of deserted children.

No one can say positively how much effect any one of these things is having on unemployment. If we could be sure, effective solutions might be easier to develop.

But these things are certain:

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SCRIPT

SLIDE # **29**

Thousands of people in Atlanta don't earn enough to support themselves and their families. They are PEOPLE NEEDING JOBS...the 2.5 per cent, others who aren't being counted officially, and some others who have jobs but are under-employed or underpaid.

SLIDE # **30**

Employers in Atlanta's dynamic economy cannot always find all the skilled people they need to help run their businesses. This is the other category...JOBS NEEDING PEOPLE.

SLIDE # **31**

And... Unemployment is waste... a waste of productive effort... a waste in terms of unrealized consumption of goods and services. It's a drag on growth, and, under some conditions...

SLIDE # **32**

... Unemployment can stop growth in its tracks. That is a blunt statement which deserves to be documented.

VISUAL

SCRIPT

Some alarming facts with a great deal of bearing on our subject were developed by the city's Community Improvement Program...the C-I-P. Part of the C-I-P study dealt with the number of jobs in certain categories, and projections of what the situation will be in 1983, if present trends continue.

SLIDE # **33**

For example, in 1983, there will be 515,000 jobs in the City of Atlanta. That's 48 per cent more than in 1965.

SLIDE # **34**

Nearly four out of ten of these new jobs in the city will be in our Central Business District. This means 64,000 more people will be employed in our Central City...the downtown area.

SLIDE # **35**

Most of these new jobs will be in five main categories: GOVERNMENT, FINANCE, INSURANCE, AND REAL ESTATE, with about 10,000 jobs in each group, and RETAILING, with about 5,000 jobs.

VISUAL

SCRIPT

None of these new jobs will be in manufacturing, wholesale trade or distribution. The Central City won't gain in this kind of employment.

Jobs in GOVERNMENT, FINANCE, INSURANCE, REAL ESTATE, AND RETAILING, ...WHITE COLLAR JOBS.

Now consider another set of facts from the C-I-P study... facts about population.

SLIDE # 36

By 1983, the Negro population of the City of Atlanta will increase by 62 per cent...the white population by 4 per cent.

SLIDE # 37

Forty-five per cent of the Negro population will be in the age group of 20 to 54. MORE THAN HALF will be under 20 or over 54.

SLIDE # 38

From another phase of the C-I-P study comes this projection: In 1983, about 32,000 Negro families living in the city will

VISUAL

SCRIPT

have family income of LESS THAN THREE THOUSAND DOLLARS. About 45,000 Atlanta Negro families will have incomes of less than \$5,000 a year.

Put some of these facts together to see what they imply:

SLIDE # 38

FIRST...job growth will be in white collar occupations.

SLIDE # 39

SECOND...our population will be made up of the people who, by current standards, are LEAST qualified for white collar jobs.

SLIDE # 40

THIRD...downtown retailing will be supported by a preponderance of families with poverty-level incomes... families with very little to spend in retail stores.

SLIDE # 41

And FINALLY...Atlanta's growth potential will be impossible to realize unless established trends are changed.

VISUAL

SCRIPT

SLIDE # 43

Those facts make it easier to understand the disturbing statement of a few minutes ago... that UNEMPLOYMENT CAN STOP GROWTH IN ITS TRACKS.

Therein lies our challenge... the challenge to begin now changing some of these conditions which, in turn, will help reverse or slow some of the undersirable trends.

As we begin to realize the size of the problem, other questions demand answers. Who are the PEOPLE involved?

SLIDE # 44

Do we need -- or can we get -- an accurate profile of our unemployed population?

There is some data available to help us find a starting point.

SLIDE # 45

One example of such data is a study based on interviews with 47,000 people, between 16 and 75 years old, living

VISUAL

SCRIPT

in poverty neighborhoods. These interviews were conducted about 18 months ago through 12 neighborhood centers of the E-O-A. Here's what the study found out about these 47,000 people:

- SLIDE # 46 ...77 per cent earned less than \$3,000 a year.
- SLIDE # 47 ...52 per cent of all households were headed by women.
- SLIDE # 48 ...82 per cent were Negroes.
- SLIDE # 49 ...57 per cent of the adults did not graduate from high school.
- SLIDE # 50 ...5 per cent had a fourth grade education or less.
- SLIDE # 51 ...7 per cent had no formal education at all.
- SLIDE # 52 ...12 per cent needed medical aid to remove a work handicap.
- SLIDE # 53 ...11 per cent claimed no job skill, or only farm work as
experience.
- SLIDE # 54 ...2 per cent were 65 or older.

Of all those seeking work, 65 per cent were Negro women. About two out of three said they would like to have more vocational training in hopes of improving their lot.

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SLIDE # 55

A composite would be difficult to draw. But look at two case histories:

A typical case...A woman, 33, divorced, mother of four children. She has a seventh grade education. Works as a maid and makes 28 dollars a week. Pays 12 dollars of that for a three-room apartment. Her children are left alone while she works because day care would cost two-thirds of her weekly salary.

SLIDE # 56

Another case, less typical but just as real...A young man, 22. Completed the fifth grade in a rural school. He is married to a young woman who completed the third grade. They are expecting a child soon. They live with his sister and her five children...eight persons in four rooms. He has worked as a delivery boy and busboy, averaging a dollar an hour. He has serious problems with a loan company.

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SCRIPT

These two have jobs, of sorts, for the time being. But their future is uncertain and prospects are poor that they **will** ~~ever~~ ever hold jobs at a level much higher.

They lack the skill and educational attainment to fill some of the vacancies which we know exist. For instance, the State Employment Service reports a large unfilled demand for several job skills...

SLIDE # 57

...Comptometer operators, stenographers, secretaries, typists, telephone operators, file clerks, cashiers, key punch operators, draftsmen...not the sort of jobs to be filled by a fifth-grade drop-out, or by an untrained domestic.

SLIDE # 58

There are other types of jobs requiring less skill, which still have a demand greater than the supply of people to hold them: Food service and preparation, hotels and motels, building maintenance, and repair and installation work.

VISUAL

SCRIPT

SLIDE # **59**

Meanwhile, look what's happening in another job category: Common labor. From 1950 to 1960, the number of employed laborers in Atlanta went down by almost 13 per cent, or 2,600 jobs. The pace of automation continues to have its effect in construction and other industries using laborers.

SLIDE # **60**

By contrast, in the same 10-year-period, clerical workers increased by 22,000, or 43.5 per cent.

SLIDE # **61**

Professional and technical workers went up by 18,000 jobs, or 70 per cent.

SLIDE # **62**

Machine operators -- up by 2,000, or 30 per cent.

So the record is one of steady upgrading. It is a record of progress, and industry can be proud of it. While employers are training and promoting workers for more demanding, higher paying jobs, vacancies are being created for new employees.

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SCRIPT

Jobs do exist, and they need to be filled. Some manufacturing jobs, for instance, have no minimum requirements for education or experience, and the employer bears the expense of training.

SLIDE # 63

This not only emphasizes the need for workers, but it is also further evidence of the employer's willingness to help meet the problem... especially when programs such as on-the-job training can help an employer match people with the jobs he needs to fill. Without such efforts, the gap would be even greater than it is today, and it would be widening even faster.

SLIDE # 64

Let's examine our job market for other barriers which can separate a given individual from a given job.

Some of these barriers will always be there. They are the requirements which represent the initial effort by the employer to screen applicants... to make his recruiting and interviewing

VISUAL

SCRIPT

more efficient. The employer has needs for competence and reliability, skill and stability. For all his generosity, compassion, civic-mindedness or whatever, the employer cannot ignore these needs...if he is to stay in business.

There are other barriers, less prevalent today, which are merely extensions of attitudes.

You're familiar with the kind of barriers we mean. You've seen them in help wanted ads, in job orders placed with employment services, and in the personnel policies of many business organizations.

SLIDE # 65

...Must be 21 or over...

...Experienced only...

SLIDE # 66

...White only...

...Colored...

...Must be high school graduate...

VISUAL

SCRIPT

SLIDE # 67

...Men only...

...Not over 50...

...Must be free to travel...

...Military duty completed...

...Car necessary...And so on.

As we suggested earlier, certain jobs will always have requirements that not everyone can meet, particularly jobs which demand a high degree of skill, aptitude, or training. These requirements are realistic standards... not arbitrary barriers in the sense of others we mentioned.

We can find tangible evidence of employers taking the lead in removing some of the arbitrary ones. Many jobs today are being literally thrown open by the use of other words and phrases which are becoming more and more familiar:

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SCRIPT

SLIDE # 68

For example...Men or women.

SLIDE # 69

Equal Opportunity Employer.

SLIDE # 70

No experience necessary.

SLIDE # 71

Disabled person welcome.

Prefer retired man...

Will train...And many others.

Keep in mind that the employer also has barriers...legal barriers which discourage or prevent the hiring of some people for certain jobs. Women have been given full equality in employment...as long as they don't have to lift over 30 pounds. Physical conditions make some persons a bad risk...because the employer can't afford to assume the Workmen's Compensation liability which the law says he must.

SLIDE # 72

You can see that progress is being made in meeting Atlanta's problem...this paradox of shortage on one hand, and surplus on the other...the puzzle of people and jobs, which don't always match.

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SCRIPT

SLIDE # **73**

The gains haven't been spectacular. We can't promise that the solutions are just around the corner. But it's to the credit of our business leadership that we can cite these signs of progress...evidence that the job is at least begun.

Only through the continued leadership of our businessmen... their ideas, talents, and energies...channeled through these community organizations and others...can we hope to find those solutions.

(PAUSE)

We began a few minutes ago on the premise that many people are not working at a time when our economy needs workers. We've seen who these people are, and in general terms, what separates them from self-sufficiency and usefulness. We've presented some facts we all must recognize if this problem is to be met intelligently and with purpose.

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SCRIPT

SLIDE # 74

SLIDE # 75

And we have tried to be realistic about our alternatives:
That, unless something is done, it is possible that there
will be no basic change in this situation within our generation.

If we cannot absorb today's parents into the productive side
of the economy, what of their children? Can the high school
drop-out of 1967 expect a better future than the almost hopeless
situation he faces today? Can Atlanta afford to leave him
hopeless?

(END OF SLIDE NARRATION)

LIGHTS ON... MODERATOR TAKES OVER FOR CONCLUSION.

SUGGESTED FRAMEWORK

MODERATOR'S REMARKS

(Following narration of slide presentation)

OPEN WITH INFORMAL, INTRODUCTORY REMARKS.

* * *

Gentlemen, one of the main purposes of the presentation you've just seen and heard is to stimulate our thinking about ways to get at this problem... to exchange ideas about new approaches which can be tried, or are being tried, in your plant, or Joe's warehouse, right here in Atlanta.

We are most concerned with what's happening in Atlanta, of course. Just to give you an idea of the sort of programs and innovations we're talking about, let's look around the country a minute to see how employers elsewhere have licked their labor needs.

In Newark, there's a special school backed up by Prudential Insurance, Standard Oil, Westinghouse, Western Electric, New Jersey Bell, Bamberger's, and Public Service Electric and Gas. These firms go together and hire young people in groups of a hundred, then alternate them every other week between the plants and the special school of small classes.

In Hartford, Aetna Life and Casualty goes in with the Urban League on stenographic training.

In Racine, the J. I. Case Company has a program called ADULTS IN A HURRY. This works by catching students who are ready to drop out of school and furnishing part-time jobs to keep them going until they graduate.

In Boston, the Raytheon Company has developed the talents of 1,500 handicapped people.

In Illinois, Illinois Bell provides a clearing house for 326 Bell Corps volunteers who spend off-duty time as slum leaders and tutors.

Those are just a few examples. Programs such as these have been developed in Atlanta. With more thought and determination, more can be done. How? Let's start right here, by acknowledging that the problem and the opportunity exist, and that we have the will and the concern to begin.

First, let's talk about our individual experiences. What could be done -- what is being done in my company? Are my standards realistic? Do I have difficulty in getting the help I need?

How far are we reaching to get people to train? Is turnover a problem? What are the causes of my turnover? Do our policies contribute to turnover, or help reduce it?

Next, let's talk about these agencies. Do we call on them, and make use of their services? Do we know what help we might get from each? Could we use a service no agency seems to be offering?

Then, let's talk about what we can do together. How can we pool information to find out the types of workers most needed? How can several of us work together, or use a public agency, to recruit and train employees in special or general skills? What would it cost, and could the funds be obtained?

Those are just a few areas to talk about. We're interested in your own experiences, but we're just as interested in the questions you might have, as well.

(AT THIS POINT, CALL ON ONE OR MORE IN AUDIENCE TO RELATE LOCAL EXPERIENCES -- IF AVAILABLE -- OR ENTERTAIN QUESTIONS AND COMMENTS OF THE GROUP. DIRECT QUESTIONS TO AVAILABLE RESOURCE PEOPLE WHEN POSSIBLE OR USE AS BASIS FOR DISCUSSION AMONG GROUP.)

May 9, 1968

Mr. Curtis Driskell
Community Affairs Director
Atlanta Chamber of Commerce
Commerce Building
Atlanta, Georgia

Dear Curtis:

Attached is a copy of a letter from Mr. Morrison of the
Virginia Military Institute.

We have determined he is talking about our slide presentation.
Can we assist him?

Sincerely yours,

Dan Sweat

DS:fy

Enclosure

VIRGINIA MILITARY INSTITUTE
LEXINGTON, VIRGINIA 24451

DEPARTMENT OF ECONOMICS

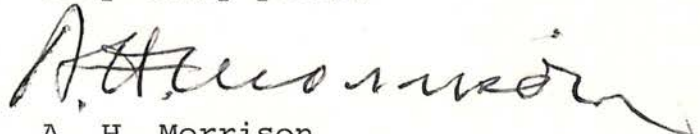
9 April 1968

Office of the Mayor
Atlanta
Georgia

Sir:

Will you please advise me as to the availability of a movie dealing with the subject of urban planning in Atlanta. I am anxious to review this for possible showing before students in undergraduate economics. I believe this film was shown at a meeting sponsored by the Urban Coalition held in Atlanta last fall.

Very truly yours,



A. H. Morrison
Head

Collier

Alexander H. Morrison
Box 543
Lexington, Virginia
24450

March 27, 1968

Office of the Mayor
Atlanta, Georgia

3/29/68 wk

Air:

Will you please advise me as to the availability of the movie, "Employment Programs, City of Atlanta," which I read about recently in connection with a conference held by the Urban Coalition at Atlanta, in December 1967. I ~~am~~ considering showing this before a group of students in elementary economics.

Very truly yours,

Alex H. Morrison
Professor of Economics
Virginia Military Institute

April 22, 1968

Mr. Alexander H. Morrison
Box 543
Lexington, Virginia 24450

Dear Mr. Morrison:

Mr. Bill Bassett of the City of Atlanta Planning Department may be able to make available to you the movie shown recently in Atlanta at the Urban Coalition Conference.

I am sending him copies of your letter to the Mayor and this letter to you. However, if you wish to communicate with him directly, his address is City Planning Department, City Hall, 68 Mitchell Street, City of Atlanta, 30303 Georgia.

Very truly,

HELEN THOMPSON
Assistant Personnel Director

HT:ji

cc: Mr. Bill Bassett ✓

DECEMBER 13, 1967 WEDNESDAY

EASTERN REGIONAL EMPLOYMENT CONFERENCE

NATIONAL URBAN COALITION

ATLANTA-AMERICAN MOTOR HOTEL (GRAND BALLROOM)

9:30 A.M.

GREETINGS

OPENING GENERAL SESSION

PRESIDING WILL BE DAVID SULLIVAN,

PRESIDENT, BUILDING SERVICE EMPLOYEES, INTERNATIONAL

UNION AFL-CIO.

MAYOR ALLEN - GREETINGS.

REMARKS BY WILLIAM FLYNN, DIRECTOR,

STEP PROGRAM, NATIONAL ASSOCIATION OF MANUFACTURERS,

DR. LAWRENCE D. REDDICK, EXECUTIVE DIRECTOR,

OPPORTUNITIES INDUSTRIALIZATION CENTER INSTITUTE,

AND AUGUSTUS H. STERNE, PRESIDENT, CHAMBER OF COMMERCE.

AT 10:30 A.M., WORKSHOPS BEGIN.

THIS GATHERING OF BUSINESS LEADERS
FROM THROUGHOUT THE EASTERN UNITED STATES
HAS PARTICULAR SIGNIFICANCE TO ALL OF AMERICA.

AND I AM SURE THAT BEFORE THIS DAY
IS COMPLETED, WE WILL RECOGNIZE THE UNDENIED NECESSITY
FOR PRIVATE INDUSTRY TO PLACE ITS FULL PRODUCTIVE
POTENTIAL INTO THE FIGHT TO SAVE OUR GREAT
URBAN CITIES.

IT IS ESPECIALLY PLEASING TO ME,
MR. PHILLIPPE, THAT YOU HAVE BROUGHT YOUR URBAN
COALITION TASK FORCE ON PRIVATE EMPLOYMENT
TO ATLANTA TO HOLD THIS ACTION CONFERENCE
ON EXPANDING EMPLOYMENT OPPORTUNITIES
IN PRIVATE BUSINESS.

THE VERY HISTORY OF ATLANTA'S GROWTH
AND PROSPERITY HAS BEEN ONE OF RESPONSIBLE
BUSINESS LEADERSHIP WORKING WITH GOVERNMENT
TO RESOLVE NOT ONLY PROBLEMS OF EMPLOYMENT,
BUT ALSO OF EDUCATION, OF HOUSING, OF RACE RELATIONS,
AND ALL OTHERS WHICH ARE THE RESPONSIBILITY
OF THE TOTAL COMMUNITY.

OUR LOCAL BUSINESS LEADERS LONG AGO
RECOGNIZED THE REQUIREMENT FOR THEIR PARTICIPATION
IN THE RESOLUTION OF COMMUNITY PROBLEMS
JUST AS YOU AND YOUR BUSINESS COLLEAGUES
HAVE DONE AT THE NATIONAL LEVEL IN THE
URBAN COALITION.

December 28, 1967

Mr. John C. Wilson, President
Horne Wilson Company
163 Peters Street, S. W.
Atlanta, Georgia 30313

Dear John:

All of the officials and staff people involved in the Eastern Regional Conference of the Urban Coalition here on December 13 agree that it was the most successfully run conference the Urban Coalition has conducted to date.

I am sure that the major reason for this is the cooperation and assistance we had from the local people who pitched in to help us get the job done. I would like to personally thank you for your great help.

Sincerely yours,

Dan Sweat

DS:fy

THE COALITION HAS ALREADY AWAKENED
MANY BUSINESS LEADERS TO THE FACT THAT
OUR AMERICAN FREE ENTERPRISE SYSTEM IS A
BY-PRODUCT OF OUR DEMOCRATIC SOCIETY.

IT IS NOT THE FOUNDATION OF THAT SOCIETY.

THE GREATEST HANDICAP WHICH
HAS CONFRONTED OUR FREE ENTERPRISE SYSTEM
DURING THE YEARS OF ITS EXISTENCE HAS BEEN
ITS FAILURE TO ASSIST IN TAKING ACTION
TO ELIMINATE THE WEAKNESSES OF THE SYSTEM
UNDER WHICH IT OPERATES.

THIS WAS PAINFULLY DEMONSTRATED IN
THE LATE TWENTIES AND IN THE THIRTIES.

HAD NOT FORCEFUL GOVERNMENTAL ACTION
BEEN TAKEN IN THE 1930's TO PROVIDE CORRECTIVE
SOLUTIONS TO OUR MOST SEVERE ECONOMIC CRISIS,
THE STOCKS WHICH SUPPORT THE FREE ENTERPRISE
SYSTEM TODAY WOULD NOT HAVE BEEN WORTH THE PAPER
THEY ARE PRINTED ON.

WE HAVE LEARNED SINCE THEN
THAT BUSINESS MUST HAVE THE SUPPORT
OF STRONG GOVERNMENT TO MAKE THE SYSTEM WORK.

AND WITH THE CRISES IN OUR CITIES
MOUNTING DAILY, WE NOW KNOW THAT GOVERNMENT
NEEDS -- MUST HAVE -- THE FULL HELP OF BUSINESS
IF OUR GOVERNMENTAL SYSTEM IS TO SURVIVE.

TO PUT IT BLUNTLY :
WE HAVE ALL GOT TO GET TOGETHER.

THE URBAN COALITION AND ITS TASK FORCE
ON PRIVATE EMPLOYMENT HAS AS ITS PURPOSE
TO CREATE A RECOGNITION OF THE WEAKNESS
IN OUR FOUNDATION AND TO PROVIDE A BASIS
FOR STRENGTHENING ANY LINKS WHICH ARE IN DANGER
OF FAILURE.

THIS CONFERENCE SHOULD HELP US
TO MORE CLEARLY EVALUATE OUR SHORTCOMINGS
IN THE AREA OF EMPLOYMENT AND TO MAKE PLANS
FOR OVERCOMING THEM.

WE WELCOME YOU TO ATLANTA. I HOPE
YOU CAN ALL REMAIN THROUGHOUT THE DAY.

#####

The Urban Coalition / Federal Bar Building West / 1819 H Street, N.W. Washington, D. C. / 20006

Steering Committee Co-chairmen: Andrew Heiskell / A. Philip Randolph

December 14, 1967

Mr. Dan Sweat
Assistant to the Mayor
City Hall
Atlanta, Georgia

Dear Dan:

Many thanks for your assistance in the recent meeting in Atlanta.
Thanks, also, for the materials used in the workshops.

Please express my appreciation to members of your staff who
worked so closely with us and helped in so many ways.

Sincerely,



Mel Cotton
Associate National Coordinator

MC/jgc

*Just
Draft*

MAYOR IVAN ALLEN, JR.
REMARKS OF GREETINGS
EASTERN REGIONAL EMPLOYMENT CONFERENCE
NATIONAL URBAN COALITION
ATLANTA-AMERICAN MOTOR HOTEL
DECEMBER 13, 1967
9:30 A. M.

THANK YOU, MR. SULLIVAN.

MR. PHILLIPPE, MR. FLYNN, MR. STERNE, DR. REDDICK,
DISTINGUISHED OUT OF TOWN GUESTS AND FELLOW ATLANTANS.

IT PLEASES ME TO SEE SO MANY OF OUR NATIONAL AND LOCAL
BUSINESS LEADERS GATHER HERE TODAY TO EXPLORE THE POSSIBILITIES
FOR AMERICAN FREE-ENTERPRISE TO USE ITS VAST POTENTIAL AS A
MAJOR FACTOR IN SOLVING ONE OF OUR COUNTRY'S BIGGEST PROBLEMS.
THIS IS THE PROBLEM OF UNEMPLOYMENT.

IT IS THE PROBLEM OF PEOPLE WHO NEED JOBS AND OF JOBS
WHO NEED PEOPLE.

OUR TASK IS TO FIND OUT HOW TO MEET BOTH NEEDS, TO DEVELOP
A HEALTHY ECONOMY WHICH PROVIDES A VARIETY OF JOB OPPORTUNITIES
FOR PEOPLE WHO NEED WORK AND TO PROVIDE WORKERS WITH SKILLS
NECESSARY TO FILL THE VACANCIES WHICH GO UNFILLED FOR LACK OF
QUALIFIED LABOR.

PAGE TWO

IT IS SIGNIFICANT THAT GOVERNMENT AT THE LOCAL AND NATIONAL LEVELS AND BUSINESS LEADERSHIP ARE COOPERATING TO FIND A SOLUTION TO THESE PROBLEMS.

IT IS FITTING, I THINK, MR. PHILLIPPE, THAT YOUR TASK FORCE ON PRIVATE EMPLOYMENT CHOSE ATLANTA AS ONE OF YOUR REGIONAL CONFERENCE SITES.

IT HAS ALWAYS BEEN THE PARTNERSHIP OF BUSINESS AND GOVERNMENT THAT HAS PROVIDED THE STIMULATION AND RESOURCES WHICH HAVE ADVANCED OUR COMMUNITY IN ALL AREAS.

THIS WAS TRUE OF URBAN RENEWAL, WHICH WAS THE CATALYST THAT LAUNCHED THE GREAT DOWNTOWN BUSINESS EXPANSION STILL GOING ON TODAY. EIGHTY PERCENT OF ATLANTA'S NEAR DOWNTOWN SLUMS HAVE BEEN ELIMINATED AND ACTIVE PROGRAMS ARE UNDERWAY IN SOME TEN AREAS TO WIPE OUT THE REMAINDER.

THE FORWARD ATLANTA PROGRAM PRODUCED _____ NEW JOBS IN _____ YEARS.

AND THE BUSINESS COMMUNITY HAS COURAGEOUSLY SUPPORTED THE ECONOMIC OPPORTUNITY PROGRAM, JOB TRAINING AND JOB

PAGE THREE

DEVELOPMENT FOR THE DISADVANTAGED AND I AM SURE WE CAN EXPECT IT TO CONTINUE TO DO WHATEVER IS NECESSARY TO MAKE LIFE BETTER FOR ALL CITIZENS.

WHILE WE PROUDLY BOAST OF WHAT WE HAVE ACCOMPLISHED, WE READILY RECOGNIZE MUCH MORE NEEDS TO BE DONE NOW AND IN THE FUTURE.

THIS CONFERENCE SHOULD HELP US TO MORE CLEARLY EVALUATE OUR SHORTCOMINGS IN THE AREA OF UNEMPLOYMENT, AND, I HOPE, TO DEVISE METHODS FOR OVERCOMING THEM.

WE WELCOME YOU TO ATLANTA AND TO THE CONFERENCE. I HOPE YOU CAN ALL REMAIN THROUGHOUT THE DAY.



DEFENSE SUPPLY AGENCY
DEFENSE CONTRACT ADMINISTRATION SERVICES REGION, ATLANTA
3100 MAPLE DRIVE, N. E.
ATLANTA, GEORGIA 30305

14 December 1967

IN REPLY
REFER TO

Mr. Dan E. Sweat, Jr.
Director of
Governmental Liaison
Office of the Mayor
Atlanta, Georgia

Dear Dan:

Thank you for the opportunity of sharing in the Urban Coalition session at the Hotel American yesterday.

Unfortunately, the time allotted and the size of the gathering afforded little opportunity to come to grips with possible solution techniques. The slide presentation by John Robinson was helpful in providing facts respecting immediate problem areas and forecasts of impending doom lest we begin immediately to take some corrective action.

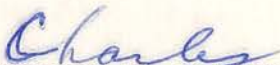
Before we can concern ourselves with job progression and career development, it would appear that basic and fundamental education must be afforded many of the "hard-core unemployed". May I suggest that you write the "Board of Fundamental Education", Indianapolis, Ind. for information regarding its techniques for remedial and basic courses to raise the educational levels of the disadvantaged and deprived?

Dr. Cleo Blackburn is the Chairman of the Board and his work is well known to NAM, HEW and others.

It would appear that money spent in this area would be a good investment in tackling the real problem now. By upgrading the basic educational skills we provide people with at least the entry job level skills, i. e. , Reading, Writing, Arithmetic, and Comprehension.

My interest in the Coalition remains high and I stand ready to lend whatever assistance you may deem appropriate.

Very truly yours ,


CHARLES E. SMITH
Acting Chief
Office of Contracts Compliance

December 28, 1967

Mr. Duane Beck
Executive Director
Community Council of the
Atlanta Area, Inc.
1000 Glenn Building
120 Marietta Street, N. W.
Atlanta, Georgia 30303

Dear Duane:

All of the officials and staff people involved in the Eastern Regional Conference of the Urban Coalition here on December 13 agree that it was the most successfully run conference the Urban Coalition has conducted to date.

I am sure that the major reason for this is the cooperation and assistance we had from the local people who pitched in to help us get the job done. I would like to personally thank you for your great help.

Sincerely yours,

Dan Sweat

DS:fy

December 28, 1967

Mr. Curtis Driskell
Atlanta Chamber of Commerce
Commerce Building
Atlanta, Georgia

Dear Curtis:

All of the officials and staff people involved in the Eastern Regional Conference of the Urban Coalition here on December 13 agree that it was the most successfully run conference the Urban Coalition has conducted to date.

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Sincerely yours,

Dan Sweat

DS:fy

December 28, 1967

Mr. Johnny Robinson
Community Development Coordinator
City of Atlanta
City Hall
Atlanta, Georgia

Dear Johnny:

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Sincerely yours,

Dan Sweat

DS:fy

December 28, 1967

Mr. Charles Coe
VISTA Volunteer
c/o Office of the Mayor
City Hall
Atlanta, Georgia

Dear Charlie:

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Sincerely yours,

Dan Sweat

DS:fy

December 28, 1967

Mrs. Barbara Fouch
Community Relations Office
Economic Opportunity Atlanta, Inc.
101 Marietta Street, N. W.
Atlanta, Georgia

Dear Barbara:

All of the officials and staff people involved in the Eastern Regional Conference of the Urban Coalition here on December 13 agree that it was the most successfully run conference the Urban Coalition has conducted to date.

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Sincerely yours,

Dan Sweat

DS:fy

December 28, 1967

Mrs. Fred DeLand
Community Council of the
Atlanta Area, Inc.
1000 Glenn Building
120 Marietta Street, N. W.
Atlanta, Georgia 30303

Dear Jackie:

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Sincerely yours,

Dan Sweat

DS:fy

December 28, 1967

Mr. Clint Rodgers, Director
South Fulton Neighborhood Center
2735 East Point Street
East Point, Georgia

Dear Clint:

All of the officials and staff people involved in the Eastern Regional Conference of the Urban Coalition here on December 13 agree that it was the most successfully run conference the Urban Coalition has conducted to date.

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Sincerely yours,

Dan Sweat

DS:fy

December 28, 1967

Mr. Cecil Alexander
Finch, Alexander, Barnes,
Rothschild and Paschal
44 Broad Street
Atlanta, Georgia

Dear Cecil:

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Sincerely yours,

Dan Sweat

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THE URBAN COALITION
EASTERN REGIONAL ACTION CONFERENCE: EXPANDING EMPLOYMENT OPPORTUNITIES
December 13, 1967
Atlanta, Georgia

TASK FORCE ON PRIVATE EMPLOYMENT

Co-Chairmen

Gerald L. Phillippe Chairman of the Board General Electric Company New York	David Sullivan President Building Service Employees International Union AFL-CIO Washington	John Wheeler President Mechanics & Farmers Bank Durham, North Carolina
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WORKSHOP A (Augusta Room)

Chairman: John L. Denman, Manager, Dept. of Urban Affairs, Ford Motor Co.
Resource Persons: William Downs, Associate Services, Inc.; Dayton Harwick,
Employee and Community Relations, General Electric Co.;
Dr. Lawrence D. Reddick, Executive Director, Opportun-
ities Industrialization Center Institute

WORKSHOP B (Brunswick Room)

Chairman: Harold Shepard: W. E. Upjohn Institute for Employment Research
Resource Persons: Paul R. Thomson, Manager, Employee & Community Relations,
General Electric Co.; Samuel Daniels, Associate Director,
Council for Equal Business Opportunity; Don Garris, Vice
President, Sears Roebuck Foundation

WORKSHOP C (Columbus Room)

Chairman: Dr. Henry Brenner, Personnel Manager, Xerox Corporation
Resource Persons: Cecil Alexander, Finch, Alexander, Barnes, Rothschild &
Paschal, Architects; Berkeley G. Burrell, President,
National Business League; Ken Howard, Industrial Rela-
tions, Eastman Kodak Co.

WORKSHOP D (Section A Convention Hall)

Chairman: Rodney Austin, Personnel Manager, Reynolds Tobacco Co.
Resource Persons: Dr. Louis Kishkunas, Assistant Superintendent, OVT
Education, Pittsburgh; Adolph Holmes, Assistant Director,
Economic Development and Employment National Urban
League, Inc.; James J. Forth, Manager Employee and
Community Relations, General Electric Co.

WORKSHOP E (Section B Convention Hall)

Chairman: William Flynn, Director, STEP Program National Association of
Manufacturers

Resource Persons: Earl Redwine, Consultant, ESR; Richard Lyle, Assistant
Director, Urban League, South Regional Office; John
Wilson, President, Horne-Wilson Co.; E. L. Klein,
Manager, RCA

THE URBAN COALITION
EASTERN REGIONAL ACTION CONFERENCE: EXPANDING EMPLOYMENT OPPORTUNITIES
December 13, 1967
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WORKSHOP D (Section A Convention Hall)

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Resource Persons: Dr. Louis Kishkunas, Assistant Superintendent, OVT
Education, Pittsburgh; Adolph Holmes, Assistant Director,
Economic Development and Employment National Urban
League, Inc.; James J. Forth, Manager Employee and
Community Relations, General Electric Co.

December 28, 1967

Miss Rose Marie Stewart
Community Relations Office
Economic Opportunity Atlanta, Inc.
101 Marietta Street, N. W.
Atlanta, Georgia 30303

Dear Miss Stewart:

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Sincerely yours,

Dan Sweat

DS:fy

December 28, 1967

Miss Ruth Berg
Atlanta Chamber of Commerce
1300 Commerce Building
Atlanta, Georgia

Dear Ruth:

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Sincerely yours,

Dan Sweat

DS:fy

December 28, 1967

Miss Ginny Aberg
Community Council of the
Atlanta Area, Inc.
1000 Glenn Building
120 Marietta Street, N. W.
Atlanta, Georgia 30303

Dear Ginny:

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Sincerely yours,

Dan Sweat

DS:fy

LEAGUE OF WOMEN VOTERS
OF GEORGIA

3121 Maple Drive, N.E.
Suite 2



ATLANTA, GEORGIA 30305
Telephone 237-2559

Affiliated with the
League of Women Voters of the United States

December 15, 1967

The Honorable Ivan Allen, Jr.
Mayor, City of Atlanta
204 City Hall
Atlanta, Georgia 30303

Dear Mayor Allen:

Thank you for co-sponsoring the Eastern Regional Action Conference: Expanding Employment Opportunities. I appreciated the invitation to attend and found it very worthwhile. I hope you will follow this conference up by activity on the local level.

Please let us know if we can be of help in this endeavor.

Sincerely,

Eleanor L. Richardson

Mrs. Merlyn E. Richardson
President

ELR:FS

THE URBAN COALITION
EASTERN REGIONAL ACTION CONFERENCE: EXPANDING EMPLOYMENT OPPORTUNITIES
December 13, 1967
Atlanta, Georgia

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tions, Eastman Kodak Co.

WORKSHOP D (Section A Convention Hall)

Chairman: Rodney Austin, Personnel Manager, Reynolds Tobacco Co.
Resource Persons: Dr. Louis Kishkunas, Assistant Superintendent, OVT
Education, Pittsburgh; Adolph Holmes, Assistant Director,
Economic Development and Employment National Urban
League, Inc.; James J. Forth, Manager Employee and
Community Relations, General Electric Co.

WORKSHOP E (Section B Convention Hall)

Chairman: William Flynn, Director, STEP Program National Association of
Manufacturers

Resource Persons: Earl Redwine, Consultant, ESR; Richard Lyle, Assistant
Director, Urban League, South Regional Office; John
Wilson, President, Horne-Wilson Co.; E. L. Klein,
Manager, RCA

December 28, 1967

Mr. Donald H. Gareis
Vice President - Southern Area
The Sears-Roebuck Foundation
675 Ponce de Leon Avenue, N. E.
Atlanta, Georgia

Dear Don:

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Sincerely yours,

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