

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.

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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

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