



LOUISIANA WORLD EXPOSITION INC. ANNUAL REPORT



## WATER



Since the beginning of time, the great rivers of the world have shaped the course of history. Rivers were the major link between mankind and the advancement of trade, commerce, transportation, and communication until the dawn of the Industrial Age. In 1984, along the banks of the Mississippi River, the State of Louisiana and the City of New Orleans will celebrate the 1984 World's Fair and joyfully explore its theme, "The World of Rivers: Fresh Water as a Source of Life."

The World's Fair organization, committed to improving international understanding and protection of our most precious resource—water—will host seminars, conferences and forums focusing on water resource management and technological advances in the field. With the cooperation of the National Waterways Foundation, these educational events will begin in advance of the Fair's opening at universities throughout the state and continue during the six months of its operation.

As the United Nations has declared the 1980's the "International Drinking Water Supply and Sanitation Decade," international attention will focus on our theme as nations throughout the world join forces to protect this life-giving resource.



## HIGHLIGHTS

August 1982. Formation of Greater New Orleans World's Fair Committee by New Orleans City Council.

Official delegation from the People's Republic of China tours site.

September 1982. Life Safety Plan for 1984 World's Fair submitted to City. Official delegation from Japan tours Fair site.

October 1982. New Orleans Exhibition Hall hosts topping-off ceremony.

November, 1982. Mayor Morial installs first downtown street sign on Canal Street with World's Fair Logo.

Congresswoman Lindy Boggs and Sybil Morial, co-chairs of Women in the Mainstream, announce plans for a 6,000 sq. ft. Woman's Pavilion at the Fair.

Ambassador Harry R. Melone is formally appointed Deputy Commissioner General, Louisiana World Exposition.

LWE signs contract with Unimobil '84 for installation of on-site monorail system.

December 1982. The Vatican, in association with the Archdiocese of New Orleans, announces the art treasures in their exhibit.

International Water Sculpture Competition enters Phase II with 30 pre-finalists selected.

Construction of the 40,000 sq. ft. U.S. Pavilion begins.

Letter of Intent is signed with the Rouse Corporation of Columbia, Maryland to develop a permanent riverfront facility totaling 180,000 sq. ft. extending from the Spanish Plaza to Julia Street.

Pile driving for the International Pavilion completed.

City Council of New Orleans approves Master Schedule for construction and permits.

January, 1983. Japan formally announces its participation at the Fair.

Australia officially announces its intention to participate.

U.S. Secretary of State George Schultz hosts Washington, D.C. reception for Chiefs of Diplomatic Missions to the United States.

America's Electric Energy Exhibit (AEEE) announces participation.

Gov. David C. Treen recommends the appointment of John G. Weinmann of New Orleans to serve as Commissioner General for the 1984 World's Fair.

Federal court upholds LWE's efforts to prevent sale of unlicensed souvenirs.

First 15 cars of monorail system roll off assembly line.

I've Known Rivers, Inc., a non-profit organization, announces plans to establish an Afro-American Pavilion at the 1984 World's Fair, presenting a record of Black progress in the United States and the world community.

LWE presents detailed briefing and status report to City Council of New Orleans.

March 1983. LWE names Coca-Cola official supplier of soft drinks, Delta as the official airline and Kimball International, Inc. official supplier of pianos and organs and office furniture to the 1984 World's Fair.

Mississippi announces participation in the 1984 World's Fair and plans a 20,000 sq. ft. pavilion, appropriating \$4 million for the project. Ambassador Harry R. Melone and Petr L. Spurney visit 14 countries by invitation: China, Hungary, Tunisia, Korea, Philippines, Hong Kong, Turkey, Japan, Egypt, Saudi Arabia, Colombia, Argentina, Venezuela and Peru to provide comprehensive briefings on the 1984 World's Fair.

LWE announces a nationwide talent search for an original theme song to represent the 1984 World's Fair. Three well-known local music personalities chosen as judges: Allison Kaslow, Dave Bartholomew and Cosimo Matassa.

Office renovation at 805 S. Front Street completed.

First piles driven for Wonderwall.

Gerald R. Ford, 38th President of the United States appointed Honorary Ambassador, 1984 World's Fair by LWE.

Senator Russell Long officially tours 82-acre site of Fair.

## TO THE CITIZENS OF LOUISIANA



Petr Spurney and Kathleen Porter on the riverfront of the Fair site.

As we look forward to hosting more than 11 million visitors to New Orleans from May 12-November 11, 1984, we view the next three hundred and sixty-five days with excitement. Our goal is to produce an outstanding, once-in-a-lifetime experience for millions of Fair-goers while maximizing the economic and residual physical benefits to the community.

This effort began a decade ago by individuals dedicated to the future of our State. Among them was Wallace B. Schmitz who, until his untimely passing in November, 1982, had first served as President, as then Chairman of the Board of Louisiana World Exposition, Inc. While we commemorated his unflagging service and dedication, each of us looked forward to realizing his dream—the 1984 World's Fair.

During the final quarter of 1982, Louisiana World Exposition, Inc. focused on developing the infrastructure necessary to welcome more than 11 million individuals to the 1984 World's Fair. Vice Presidents now lead each of the organization's major functions and they are supported by Directors, Managers and staff. In recruiting this staff, we are pleased that we have met our goals in hiring locals, minorities and women at all levels in our organization.

Our team of highly qualified professionals, along with an active Board of Directors and Executive and Management Committees, concentrates on maximizing the organization's financial resources. As a private, non-profit organization, Louisiana World Exposition must conform to the limits of its financial structure, largely composed of financial guaranties, totaling some \$40 million.

An economically successful World's Fair with no loss to either Corporate or State guarantors depends upon Louisiana World Exposition's marketing efforts. Our international marketing efforts are strengthened by the presence of Ambassador Harry R. Melone, Deputy Commissioner General and John Weinmann, our recently appointed Commissioner General.

During the first quarter of this year, the organization entered into agreements with official suppliers and licensees to generate revenue from sales of official merchandise. Louisiana World Exposition, Inc. also took successful legal action against misuse and misrepresentation of the logos, symbols, tradenames and other marks associated with the 1984 World's Fair. Federal Judge Peter Beer ruled in favor of our organization's efforts to protect its major source of revenue, sales of official World's Fair merchandise. This aggressive legal action precludes any further infringement upon our organization's merchandising program.

During this time, too, we developed our ticket-pricing schedules. Advance ticket sales programs were introduced April 1st to community groups, convention planners, tour operators, travel agents, and industry associations, which constitute major

PRESIDENT AND CHIEF EXECUTIVE  
OFFICER:  
PETR L. SPURNEY



markets for Louisiana World Exposition, Inc. both in the United States and overseas. This was done with the professional assistance of the World's Fair Advisory Committee, a diverse group of experienced nationwide consultants in attraction management.

When tickets to the 1984 World's Fair go on sale this June, we will have developed attractive ticket options to serve the needs of residents, visiting families, tour groups, business accounts, and schoolchildren.

Members of the World's Fair Advisory Committee have directed us in these and other efforts and spent countless hours with members of Louisiana World Exposition's Management team to develop the operations savvy needed for the World's Fair. Members of the Committee are from Perez Associates, Inc., architects and master planners; Harrison Price Company, economic forecasters; Barry Howard & Associates, theme and exhibit consultants and Creighton and Associates, operations consultants, Tommy Walker Spectaculars, Entertainment Consultants.

Our responsibility to the State and City as well as to the Board of Directors, lenders, guarantors, business sponsors and citizens of Louisiana mandates that we operate a financially successful enterprise. Even now, as we approach opening day, it becomes clear that the success

of the 1984 World's Fair hinges upon our management cornerstones of professionalism, honesty and fairness. In all areas, we have encouraged individuals in business throughout the State and City to participate with us.

The 1984 World's Fair belongs to each of us. For those who are directly associated with the development of this great undertaking, each day passes with escalating enthusiasm and anticipation. To stage an event which will contribute new scientific and cultural developments in the tradition of past world's fairs, while improving the economic climate of our State and City is a challenge to which each of us responds. Every level of management at Louisiana World Exposition, Inc. abounds with energy. With the continued support of community leaders, businesses and civic organizations, together we will stage the ultimate celebration from May to November in 1984 and joyfully explore "The World of Rivers — Fresh Water As a Source of Life."



A handwritten signature in dark ink, appearing to read "F. W. Lewis". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

CHAIRMAN OF THE BOARD:  
FLOYD W. LEWIS



## RESOLUTION

WHEREAS, Wallace B. Schmitz was one of the original supporters of the committee to explore the possibility of staging a World Exposition in Louisiana; and  
WHEREAS, when in 1980, Louisiana World Exposition, Inc., elected Wallace B. Schmitz as President of the Board of Directors; and

WHEREAS, he served in that capacity until 1981 when he was elected Chairman of the Board of Directors; and  
WHEREAS, his unequalled leadership, devotion and skill as President and as Chairman of the Board of Directors of Louisiana World Exposition, Inc. led to the dream of a 1984 Louisiana World Exposition becoming the most promising world event of this decade; and

WHEREAS, it is appropriate that this great contribution to the aims and goals of Louisiana World Exposition, Inc. be formally recognized:

NOW THEREFORE, WE, the members of the Executive Committee of the Board of Directors in meeting assembled in New Orleans, Louisiana on this, the 10th day of November, 1982, do hereby acknowledge our debt to and honor the memory of  
Wallace B. Schmitz,

known to us as "Wally" and remembered as a friend, and move that these thoughts be in the form of a Resolution to be sent to the members of his family.

Approved unanimously,

  
President

  
Secretary



During the past year, Louisiana World Exposition has benefitted from a broad base of support. We've worked closely with the U.S. Department of State, the U.S. Department of Commerce, Louisiana Governor David Treen, U.S. Senators Long and Johnston, Congresswoman Lindy Boggs and Congressman Bob Livingston as well as other members of the Louisiana Congressional delegation. Together, they have played a significant role in our international, domestic and corporate marketing efforts.

The appointment of a Commissioner General also increases international awareness of our project and heightens our international stature. In January, 1983 Governor David Treen recommended that John G. Weinmann of New Orleans serve as our Commissioner General. The appointment has been sanctioned by President Reagan as we put this to press and is pending Senate approval. As Commissioner General, Mr. Weinmann, an attorney and business leader, will represent the United States Government in all matters related to the 1984 World's Fair.

Mr. Weinmann was a member of the law firm of Phelps, Dunbar, Marks, Claverie and Sims where he practiced law for 28 years and is presently of counsel to that firm. He recently founded the Eason/Weinmann Center for Comparative Law at Tulane University School of Law. Mr. Weinmann is former chairman of the American Bar Association's Young Lawyers and Bar Activities Section and was the first recipient of the Louisiana State Bar Outstanding Young Lawyer Award. He serves on the Board of Administrators of the Tulane Educational Fund, the Board of Directors for the First National Bank and Trust of Oklahoma City, the American Life Insurance Company of New York and is former Chairman of the Board of Eason Oil Company.

Through the cooperation of the United States Departments of State and Commerce, Ambassador Harry R. Melone joined us as Deputy Commissioner General. He has traveled extensively on behalf of the 1984 World's Fair, encouraging international participation on the senior diplomatic level. Ambassador Melone had served as United States Ambassador to Rwanda before his assignment to Louisiana World Exposition, Inc. in November 1982.

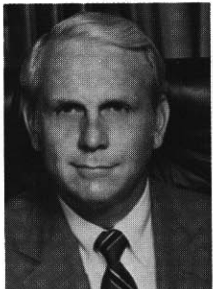
U.S. Secretary of State George Shultz also acted on our behalf early this year when he hosted a reception for the Chiefs of Diplomatic Missions to the United States. The event, held at the State Department, indicated our government's significant commitment to foster international participation in the 1984 World's Fair.

A reception to encourage corporate participation in the 1984 World's Fair was held in the Department of Commerce on November 19. At the event, Government and corporate officials received a comprehensive briefing in all areas of the planning and development of the 1984 World's Fair.

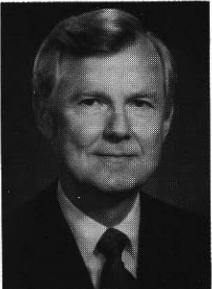
The Louisiana Congressional Delegation has introduced the Louisiana World Exposition Commemorative Coin Act. This bill authorizes the minting and sale to the public of the U.S. legal tender commemorative coins to support the Louisiana World Exposition. Fair officials will continue to work closely with the congressional delegation in the months ahead to secure the passage of this bill.

We are grateful to these and other public officials for their continued support. When the front gates swing open on May 12, 1984, our visitors will participate in a celebration which is all the better because of their efforts.

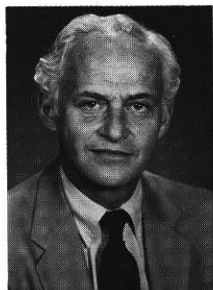
# GOVERNMENT SUPPORT



Governor David C. Treen



John G. Weinmann



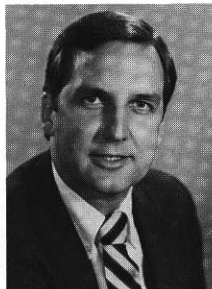
Harry R. Melone



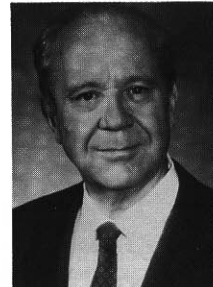
Bennett Johnston



Lindy Boggs



Bob Livingston



Russell Long



## COMMUNITY RELATIONS



Corporate Affairs Divisions: Glenn Haydel and Melissa McWilliams photographed during the renovation of World's Fair headquarters on South Front Street.

In the past year, Louisiana World Exposition, Inc. has continued to work very closely with local, regional and state governing authorities in the review and implementation of all plans related to the 1984 World's Fair. The tremendous support and assistance of a multitude of public agencies has enabled LWE to proceed from the planning phase to site construction and the implementation of all traffic and operational plans. These agencies include: the Dock Board, the City Planning Commission, the Corps of Engineers, the Public Belt Railroad, the Levee Board, the Police, Fire, Streets and Sanitation Departments, the Regional Planning Commission, the Historic District Landmarks Commission, the Department of Safety and Permits, and others.

LWE has also moved very actively to insure that the governing authorities on the local and state level are kept fully apprised of all Fair related activities. LWE

staff, Board Members and volunteers have made countless presentations on the 1984 World's Fair to civic and business organizations and schools. During the next year, we will begin to work with the Chamber of Commerce and other organizations to establish a Volunteer Speakers Bureau. With the assistance of dedicated volunteers, we will address the people of Louisiana with the opportunities for both collective and individual participation in the Fair.

We have continued to enjoy the full support and assistance of our elected officials on the local level. The City Council of New Orleans, after an intensive review of all Exposition plans, granted Louisiana World Exposition the Conditional Use Permit to host the World's Fair. In addition, the City Council has given the Fair the opportunity to obtain the required construction permits that are needed for corporate, state and international pavilions.

In New Orleans, Mayor Dutch Morial personally installed the World's Fair logo on the first street sign on Canal Street. Plans are underway for other communities to use the logo on their street signs and directional markers. This type of project is indicative of the wide community support that is developing for the World's Fair both in New Orleans and the metropolitan region.

The LWE staff continues to provide regular briefings to many advisory task forces and committees that have been formed by either public legislation or private initiative to assist in the development of the Exposition. For example, the 22-Parish Acadiana area has developed several specific projects to promote their area as a tourist attraction. The Lafayette Planetarium has developed proposals for the use of the Vermilion River. In Lake Charles, merchants and business associations are preparing for the tourists expected to come across the Texas border on their way to the Fair in New Orleans.

Closer to New Orleans, a number of the Committees and Advisory Boards

have begun to implement community improvement projects. The prevailing attitude is, "Company's coming, so let's put our best foot forward."

One example of the positive co-operative effort is the "Fair Treatment" Program initiated by the Greater 1984 New Orleans World's Fair Advisory Committee with the assistance and support of the Young Men's Business Club, the Hotel-Motel Association, and the New Orleans Tourist and Convention Commission. FTP serves as a communication and educational service to the visitors of the Fair in guaranteeing that all fair-goers receive equal treatment from the restaurants, hotels and visitor services. The intent, of course, is to insure that guests will return to New Orleans and the state for future visits as a result of the positive experience during their Fair visit.

Other community improvement projects under consideration or in the planning stages at this time include:

- Park Maintenance and Improvements— work with Parks and Parkway Commissions and garden clubs to plant and maintain neutral grounds and parks. This might also include plantings around fences that mark Fair boundaries.
- Litter— coordinate efforts with Clean City Committees for public education (through radio and TV public service announcements and billboards) and placement of additional trash cans in CBD and French Quarter, and work with City and Downtown Development District on unsightliness of business trash and garbage disposal.
- Graffiti and Visual Pollution— projects to remove graffiti, especially on highway overpasses and bridges on major thoroughfares into City. Also work to secure the timely removal of junk automobiles and dead animals from City Streets and the Interstate Highway system.
- Visitor Services— establish additional visitor services, including currency exchange, transit information, etc., for visitors arriving by bus or train.

In all of these efforts, LWE's goal is to use the Fair as a catalyst to implement community improvement projects while maximizing the economic benefits and physical residuals of the Exposition.



LWE now has 130 full-time employees in the areas of Administration, Corporate and Minority Affairs, Finance, Entertainment, Marketing, Legal Affairs, Planning, Site Development, Protocol and Site Operations. Key appointments were made on all management levels. Selections for senior level positions in marketing, entertainment and personnel were made during this time.

Jeffrey P. Stack, V.P. of Marketing, previously served as Divisional V.P. of the Marriott Corporation—Theme Park Division; Charles Corson, V.P. of Entertainment, served as V.P. of Productions at Radio City Music Hall; and Alex Lewis, Director of Personnel was previously the director of personnel at Evans-Cooperidge in New Orleans.

Also joining the staff are Hamp Howell, Director of Marketing, formerly with the Marriott Corporation Theme Park Division; Barbara Lachenmaier, Director of Tour and Travel, who brings experience from Grayline, Inc.; Fred Lounsberry, Director of Ticket Sales, formerly with the Knoxville World's Fair; Judy Lomack, Director of Management Information Systems, previously with I.B.M., and Mark Romig, Director of Protocol, previously with Inter-Continental Hotel Corporation. Other

appointments to the organization's divisions include: Site Development—Patsy Feeman, Project Architect and Lori Ann DiLorenzo, Document Controller; Entertainment—Charles Bering, Entertainment Scheduling; Ronée Holmes, Manager/Performing Arts; Finance—Steve Martin, Manager/Accounting; Edwin Martin, Manager/Advanced Ticket Sales; Denise Whitmore/MIS Manager; Legal Affairs—Charles Willoughby, Staff Attorney; Richard Sabalot, Staff Attorney; Marketing—Carmen Duncan, Manager/Marketing; Peter Drill, Supervisor/Press Relations.

In March, 1983, Louisiana World Exposition, Inc. completed renovation of 60,000 square feet of office space at 805 S. Front Street, the operational headquarters for the 1984 World's Fair. In the coming months, the staff will fill positions in operations, protocol and guest relations, entertainment and public relations and advertising. By the final quarter of this year, over two hundred individuals will be in the direct employ of Louisiana World Exposition, Inc.

When fully operational in 1984, the Fair, exhibitors, concessionaires, and other participants will employ approximately 10,000 people on-site. Hiring preference will be given to local residents, and the Exposition's commitment to equal employment opportunities and affirmative action programs will continue as future employment opportunities arise. Presently, of the total number of employees, 37 are minorities (28%) and 60 (46%) are women.

Louisiana World Exposition, Inc. strives to develop the full potential of its human resources. In the next twelve months, orientation seminars and training programs will be implemented for divisions within the Fair's organization and around the City and State for service-related industries. An intensive effort will be made to maximize the positive impact of the 1984 World's Fair upon the individuals associated with the project and residents of Louisiana.

## Organization and Staffing



Planning Department members James Brandt, Janie Rhorer, Marianne Roberts and Susie Tucker (listed alphabetically)



Protocol Department members in front of the Royal Orleans Hotel: Katherine Casey, Lisbeth VanHeel, Trena Jacobs, Nancy Palmer and Mark Romig (alphabetically listed)



The Administration Department (in alphabetical order): Linda Almerico, Kim Bagneris, Othello Baptiste, Carol Bell, Tracy Bladsacker, Laura Blanks, David Bruce, Cheryl David, Cherolyn Delpit, Richard Ferrara, Marcia Galatas, Ursel Major, Bill Manning, Charles Miller, Teresa Miller, Phyllis Seitz, Kevin Sylva, Cynthia Thibodeaux, Gail Varuso, Wilbur Walker, John Whitney, Connie Williams, and Gail Woodridge



## SITE PLANNING DEVELOPMENT



Site Development members (listed alphabetically): Billy Barry, Mike Carlson, Bob Chamblee, Lori DiLorenzo, Shawn Douglas, Yvonne Ellis, John Exnicios, Patsy Feeman, Asa French, Mike Gover, Joan Hagans, Don Hertel, Deborah Lamensdorf, Len Panas, George Reitmeyer, Charlene Silverman, Pete Sullivan, Jim Taylor, Brenda Weston, and Raleigh Williams.

In a very short time, the 1984 World's Fair will arise from an 82-acre site in the heart of New Orleans' Historic Warehouse District along the banks of the Mississippi River.

Strolling down South Front Street, the visitor watches the final stages in the construction of the mammoth New Orleans Convention and Exhibition Hall. By August, 1983, this Great Hall will be complete and ready for installation of interior exhibitry.

The warehouse district itself evidences the massive rejuvenation effort undertaken by Louisiana World Exposition, Inc. To date, our organization has given new face-lifts to dusty, crumbling facades, uncovered turn-of-the-century interiors

and has created space for the many concessions, exhibits, and performance areas programmed for these buildings.

On-site, above-ground construction has begun on the international pavilion, amphitheatre, Wonderwall and U.S. Pavilion. Shortly, visitors on the site will notice the buildings' superstructure taking form against a dramatic riverfront backdrop.

The monorail system, completely new, fully automated, air conditioned and capable of transporting up to 3,500 passengers per hour, will be installed on the site by January, 1984. The "state of the art" system will fulfill transportation needs for millions of visitors throughout the site. Scheduled to operate five months in advance of opening day, our organization will utilize the system to preview the Fair to tour groups, industry, corporation and association executives as well as the nationwide press community.

The Wonderwall, also under construction, is scheduled for completion months before the Fair opens. It will serve as a colorful backdrop, underscoring the excitement of the World's Fair. LWE will offer sponsors, exhibitors, performers and other participants use of the Wonderwall for promotional and advertising opportunities in advance of opening day.

To provide the desired eleven thousand parking spaces available for Fair visitors, parking and transportation planning is well underway.

Louisiana World Exposition, Inc. is in final negotiation for several key properties adjacent to the site and in surrounding areas.

To date, the organization has spent \$400,000 on transportation and planning studies and the following reports have been received and reviewed:

"1984 Louisiana World Exposition Entrance Zone Design"  
(Urban Systems Associates)

"Final Environmental Impact Statement for the Proposed Louisiana World Exposition (1984)"

(Dow Associates, Inc.)

"Transportation Plan"

(Daniel, Mann, Johnson, and Mendenhall)

"CBD Traffic Operation Plan

1984 Louisiana World Exposition"

(Hensley-Schmidt, Inc.)

"State Wide Access Plan for the 1984

Louisiana World Exposition"

(Urban Systems Associates, Inc.)

"1984 Louisiana World Exposition

Hazardous Materials Study"

(Urban Systems Associates, Inc.)

"Management and Operations Study of Public Transit Systems in Orleans, Jefferson and St. Bernard Parishes"

(Simpson & Curtin Division Booz, Allen & Hamilton, Inc.)

"Downtown Circulation and Routing and World's Fair Impact Study for Transit"

(Regional Transit Authority)

"Environmental Assessment of Entrance Zone Changes"

(LWE)

With the cooperation of the Greater New Orleans Campground Owners Association, more than 2,000 campsites within a 25-mile radius will be provided during the six-month operation of the Fair.

The Hazardous Materials Study, commissioned by Louisiana World Exposition, Inc., has been received and distributed to appropriate regulatory agencies within the city and state. Concomitant with our efforts to complete the required construction, we have taken steps to assure full participation of minority enterprises and 29% of the contracts have been awarded to women-owned firms.

Finally, LWE continues to maximize its benefit from prior World's Fairs. Several employees from The Knoxville Fair have joined LWE as staff or consultants. In addition, LWE has selectively purchased assets from Knoxville with a value of approximately \$1 million, which will be employed during our Fair.



Imagine a day with every hour filled with entertainment, marching bands, jazz ensembles, international choral groups, The New Orleans Philharmonic Symphony, gospel singers, "big name" entertainers, theatre for youngsters, international troupes, mimes, Kabuki, lasers, fireworks, aquatic extravaganzas, the "big top" of continental circus acts, aerialists, jugglers, live television shows, flamenco, calypso, limbo, African and Tahitian troupes. Commemorative weeks will be set aside to honor a particular state or country with entertainment reflecting the culture of the chosen participant.

All this and much, much more will stimulate the senses and imaginations of visitors to the 1984 World's Fair.

Six different and unique performance stages will dazzle guests with a variety of entertainment for every age group. The Wonderwall, with three more stages, will delight visitors with scheduled entertainment. A jazz and gospel tent plus a German beer garden will insure that every member of the family will find a show to suit their tastes. The Musical Ambassadors, a 10-piece performing group, has been formed and shortly will supplement the organization's advance promotion efforts as they begin touring the United States and overseas.

The Louisiana World Exposition Theme Song Contest is a nationwide talent search for the composition which will represent the 1984 World's Fair over an eighteen month period. The selected song will be used in commercials and advertising, and will have the capacity of being adapted for marching band, rock, country and symphonic renditions.

The first International Water Sculpture Competition drew 472 entries from 32 nations. Thirty pre-finalists were invited to design water sculpture. Later this spring, the international jury will reconvene to select 10 finalists. Louisiana World Exposition, Inc., on behalf of sponsors, corporate and international, will commission them to produce works of art for display on site.

The Entertainment division, too, has maintained an important focus on the State of Louisiana. Both the Louisiana Artists Registry and Louisiana Galleries programs have been designed to involve local artists in the event by spotlighting their talents at the 1984 World's Fair. The Louisiana World Exposition Arts Consortium, whose Chairman is Sharon Litwin, along with the Arts Council of New Orleans, are assisting in the statewide planning of special arts events and experience as an integral part of the 1984 Louisiana World Exposition.

The next year will witness many developments in entertainment as the division begins to stage the most spectacular show anywhere in the world during 1984. And, this World's Fair will truly maximize its setting. The Mississippi River, the greatest stage across the continents, will serve as a dramatic backdrop from May 12-November 11, 1984.

Op Ship, one of the division's exciting components, will begin Memorial Day weekend, just one week after the Fair opens. Tall ships and all manner of water craft and vessels will parade down the river to the delight of spectators on shore.

An event to anticipate, a celebration to share, an experience to remember — 1984 World's Fair, join us.

## ENTERTAINMENT



The Pelican, official mascot of the 1984 World's Fair, poses with members of the Entertainment Division in New Orleans' newly renovated Orpheum Theatre: Charles Bering, William Burrell, Charles Corson, Karin Giger, Serge Heifer, Patti Hirstius, Ronnee Holmes, March King, Barnett Lipman, Kathleen Melancon, Peggy Perrier, Mary Kate Tews and Ann Watson. (alphabetically listed)



The vivid symbols depicted here were designed by LWE's Art Department to identify several cultural programs and sponsorship opportunities at the 1984 World's Fair. The marks, or symbols, will be reproduced on all promotional material, advertising and on-site signage associated with the following programs.



1984 Louisiana World Exposition. Our symbol is a compelling visual statement of the theme, "The World of Rivers—Fresh Water as a Source of Life."

The colors and shapes explore different aspects of the theme. The circular field of blue suggests both the worldwide scope of the event and the dominance of water on our earth. The rhythmic white line conveys the strength of great rivers as they carve the surface of the land. And the silver bands symbolize the purity of fresh, clean water.

The symbol made its first appearance in 1981. In the years ahead, it will be seen and recognized by millions of people around the world.



WATERGARDEN—A wonderland of recreational uses of fresh water, the 1.5 acre Watergarden will offer the visitor a stimulating, active array of experiences. The Watergarden is an innovative approach to sponsorship opportunities containing attractions within its perimeters including games and events, refreshments and rest areas for individuals, groups and of course, children!



INTERNATIONAL WATER SCULPTURE COMPETITION—

Sponsorships are presently sought for ten pieces of sculpture which will be located on the site of the 1984 World's Fair. The Competition, now entering its final stage, has drawn entries from 472 artists from 32 nations. In December, 1982, the Competition's jury selected 30 pre-finalists who were requested to create their sculpture designs. In May, 1983, the jury will select 10 finalists. During Stage III, the award winning works of art will be fabricated and installed on site prior to the May 12, 1984 opening of the Fair.

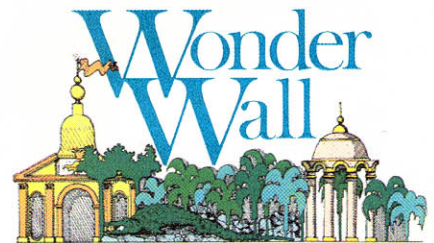


**ARTWORKS '84** — Exhibits of photography, contemporary crafts, documentary films, experimental video, fine arts and many others will be on view during the World's Fair. Visitors will witness the magical transformation from concept to finished artwork, through Artworks '84 exploration of the creative process.



**WORLD FESTIVAL OF THEATRE  
FOR YOUNG AUDIENCES** —

Twelve international theatre troupes will perform daily, presenting entertainment for children. This will be one of those rare opportunities for young visitors to experience the universal magic of theatre during their visit to the Fair.



**WONDERWALL** — Half a mile of performance areas, food, beverage and merchandise concessions, amusements, viewing platforms, aviaries, sculpture, water, music and much more await the visitor who wanders through the Wonderwall.

Offering various participation options, such as concessions, exhibitory space, sponsorship and entertainment, the Wonderwall has been designed in 12-foot sections. Each section is unique in design and construction, offering sponsors an exciting opportunity to create an individual presence in an enchanting parade of color, light and movement.



## MARKETING



Marketing Department at Jonathan's Restaurant: Kathleen Branning, Ron Cameron, Jennifer Clark, Carmen Duncan, Kathy Gates, Linda Gregson, Cynthia Houser, Shirley Imhoff, Frank Kennedy, Barbara Lachenmaier, Carol Matheny, Linda Olson, Lois Porché, Frances Reaves, Jeffrey P. Stack, Sue Wall and Mary Williams (listed alphabetically)



Media Relations Department photographed in the courtyard of WDSU-TV 6—(in alphabetical order) Peter Drill, Dannette Haston, John Deretchin Jacob, Vander Singleton



The Art Department (in alphabetical order): Aline W. Carroll, Sally L. Craig, Pamela G. December, Martha M. Hamilton, Kimberly E. Parsons, and Robert W. Whitney

The first quarter of 1983 arrived with fanfare as Japan officially announced participation at the 1984 World's Fair. Australia followed closely with a formal "agreement in principle" issued to Louisiana World Exposition, Inc., in January 1983. These major exhibitors, along with the United States of America and the Vatican pavilions, account for more than one-third of the Exposition's international space along the Mississippi River. Serious negotiations continue with 25 other nations to encourage their participation in the Fair.

Our International marketing program, inaugurated by presidential proclamation one year ago, intensified with the appointments of Ambassador Harry R. Melone, Deputy Commissioner General, and the international marketing staff. Ambassador Melone has traveled extensively on behalf of the 1984 World's Fair and has supplemented the World's Fair marketing efforts. U.S. Secretary of State George Schultz also became part of the marketing team in January when he hosted a reception in Washington, D.C. for Chiefs of the Diplomatic Missions to the U.S. The event was held to encourage participation and to emphasize the international importance of the 1984 World's Fair.

The organization's plan for an International Trade Center were finalized recently and present an unparalleled opportunity to further trade and tourism and investment opportunities. The Center, strategically located on the second level of the Exhibition Hall, is a joint effort among the U.S. Department of Commerce, Louisiana Office of Commerce and Industry, Port of New Orleans, International Trade Mart and the International House.

On the domestic marketing scene, the marketing department's efforts to encourage participation by the states of our nation and corporate exhibitors have resulted in lease agreements for 40% of all corporate pavilion space and 90% of all state exhibit areas. We anticipate leasing all remaining space before the third quarter of this year and announcing a full complement of corporations and states.

More than 450 applications for food and beverage concessions throughout the site have been submitted. Applicants selected to participate are currently negotiating contracts with the Fair. To date, 39,000 square feet of concession space has been committed. The excitement and flavor of New Orleans and Louisiana will be reflected at concessions locations serving local and regional specialties through the 82-acre fair site.

Louisiana World Exposition, Inc.'s licensing and official supplier programs are well underway. Official 1984 World's Fair merchandise went on sale in the final quarter of 1982 and a variety of merchandise bearing our logo will be available to the consumer before and during the six months of the Fair. Both the Coca-Cola Company and Delta Airlines have joined the 1984 World's Fair as official suppliers, and Kimball Corporation is the official supplier of office furniture and organs. Other official supplier contracts are being negotiated for beer, cookbooks, limousines, steamboats, meats, and shortwave radio stations.

Ticket prices were announced on April 1, 1983, to take advantage of the advance buying practices of the travel and tourism industry. A full range of discount ticket programs will be available to residents, groups and the school community, enabling all guests to pick the ticket program best suited to their needs.

With international visitation on the upswing, Louisiana World Exposition, Inc., expects to attract tourists from the United Kingdom, France, Germany, Canada, Japan and Latin America. Currently, programs are being developed with travel companies, airlines and major hotel chains to impact the international marketplace.

Over the next year, the marketing department will concentrate its manpower on maximizing attendance to the 1984 World's Fair. A variety of consumer and industry awareness programs have been developed, and a major consumer advertising campaign is scheduled for the fourth quarter of 1983 continuing through October 1984.



The Louisiana World Exposition, Inc. Legal Division has diligently developed contracts and aggressively protected the Fair's revenues. To support this effort, LWE now boasts five full-time attorneys: David Falgoust, Patricia Underdahl, Charles Willoughby, Richard Sabalot, and Legal Affairs Vice President, Ann Brown.

A tremendous challenge was met in early 1983 when the Louisiana World Exposition was successful in its first battle to control the counterfeiting of souvenir items, a common problem which has plagued past fairs.

On January 25, 1983, LWE filed suit in Federal Court against a local souvenir manufacturer, requesting an injunction to prevent the manufacture, sale and distribution of merchandise bearing designs and names similar to LWE's logos and tradenames.

On January 31, 1983, Federal Judge Peter Beer ruled in favor of Louisiana World Exposition, Inc. and granted a Temporary Restraining Order against Logue. On February 10, 1983, the TRO was converted to a Preliminary Injunction which by the Court's order mandated the removal of all unauthorized merchandise from retail outlets. This order is being appealed; however, LWE is confident that Judge Beer's ruling will be upheld.

This aggressive legal action illustrates our underlying philosophy of protecting the financial integrity of Louisiana World Exposition, Inc. and more importantly, the general public who wants to purchase official souvenir merchandise of the 1984 World's Fair.

In the recent regular session of the Louisiana Legislature, two companion bills were passed and signed into law as Acts 765 and 509 which created special protection for the tradenames, trademarks and service marks of LWE. The legislation provides strong civil and criminal penalties for infringement and sets a precedent for protecting the interests of similar endeavors.

Over the past twelve months, the Fair has drafted and executed eighty contracts, a remarkable achievement considering the short time period.

More than twenty on-site construction contracts have been let to build the vast array of structures which are rising from the 82-acre site.

By early 1983, the Fair had entered into agreements with over twenty official suppliers and licensees to generate revenues from sales of official merchandise. Under these agreements with licensees, royalties will be paid to Louisiana World Exposition. These royalties are an essential source of revenue prior to the opening of the Fair.

Also, contracts have been executed with several office supply firms and professional service organizations.

In the coming twelve months, the Legal Division will maintain its accelerated pace as contractual negotiations with international, domestic and corporate participants, concessionaires, official suppliers and licensees increase. Outside counsel has also made a major contribution to serve the varied legal needs of the Louisiana World Exposition, Inc. They are: Phelps, Dunbar, Marks, Claverie, and Sims; Barham and Churchill; Wyatt, Gerber, Schoup, Scobey and Badie of New York; and Keaty and Keaty of New Orleans, Patent and Trademark counsel.

## LEGAL AFFAIRS



The Legal Division in the library of New Orleans law firm Kulman, Lang, Inman and Bee: Ava Anderson, Margaret Ann Brown, Peggy Beydler, David Falgoust, Candi Haas, Richard Sabalot, Margaret Schully, Patricia Underdahl and Charles Willoughby. (listed alphabetically)



## FINANCE



Finance Division — (listed alphabetically) — Shelley Babin, Sharron Coleman, Maria Figueroa, Vicki Guillory, Brenda Jerkins, Martin Katz, Judy Lomack, Steve Martin, Edwin Martin, Barbara Perkins, Shaughnesena Seals, and Linda Waller

LWE neared three of its financial management objectives in the latter part of 1982.

### 1. Capitalization

By July, 1982 LWE had obtained sufficient guaranties to qualify for the initial take-down under its Credit Agreement. Presently, sufficient commitments have been obtained to assure funding of the full \$40 million available under the Credit Agreement.

Under the leadership of its principal bank, Hibernia National Bank, a secondary line of credit for \$15 million was arranged largely with local banks, thus completing the Fair's financial base.

### 2. Management and Information Systems Development

Consistent with its commitment to timely and innovative management, LWE contracted for development of a sophisticated, integrated management information system. When completely implemented, the system will facilitate management of entertainment scheduling, site operations, ticketing, personnel and budgeting as well as the traditional financial functions. The system will be managed by LWE's MIS director, Judy Lomack. With the assistance of Deloitte, Haskins and Sells, design development began in September, and the first phase of the system became operational early in 1983.

LWE's accounting staff is managed by Steve Martin and Barbara Perkins, two natives of New Orleans, who have assumed responsibility for the maintenance of LWE's financial records.

Although LWE is a private, not-for-profit organization, its commitment to financial integrity, accuracy and propriety remains paramount. Annual independent audits are conducted by an internationally recognized accounting firm, Peat, Marwick, Mitchell & Co. The firm reports its findings to the audit committee of the Board of Directors.

### 3. Ticketing Systems and Order Fulfillment

In anticipation of a large number of orders for advance tickets, Edwin Martin, LWE's Advance Ticket Manager, has begun investigation of a computer-based order fulfillment system. LWE representatives have received proposals from computer ticket system developers and visited major ticket systems presently in operation to determine what best suits our needs. It is our expectation that when fully operational, this system, the first of its kind, will record orders, print tickets and provide the accounting and financial controls necessary to report timely marketing and operational information and to minimize losses.

All of these efforts are part of our approach to innovative, creative management, with the ultimate objective of producing a fair that provides maximum visitor satisfaction and is financially successful.



# CONSOLIDATED BALANCE SHEETS

December 31, 1982 and June 30, 1982

## Assets

	December 31, 1982	June 30, 1982
Cash, including interest bearing accounts of \$6,870 and \$101,984 at December 31, 1982 and June 30, 1982, respectively	\$ 201,774	\$ 444,131
Marketable securities, at cost plus accrued interest, which approximates market (note 3)	7,128,793	—
Other receivables	14,164	5,274
Prepaid expenses	491,275	12,626
Advances relating to equipment under lease (note 3)	800,000	—
Furniture, fixtures and equipment, at cost, net of accumulated depreciation of \$26,640 and \$4,295 at December 31, 1982 and June 30, 1982, respectively	345,975	59,904
Leasehold improvements, at cost, net of accumulated amortization of \$32,371 and \$2,507 at December 31, 1982 and June 30, 1982, respectively	134,447	128,610
Construction in progress (note 3)	6,032,840	3,000
Deferred amounts:		
Advance development and administrative costs	7,923,623	4,356,091
Less deferred revenues and support	(1,372,701)	(871,027)
Net deferred amounts	6,550,922	3,485,064
	<u>\$ 21,700,190</u>	<u>\$ 4,138,609</u>

## Liabilities

Accounts payable and accrued expenses (note 3)	2,346,590	564,490
Concessionaires' and exhibitors' deposits	269,500	34,000
Note payable (note 2)	19,000,000	3,540,119
Other payables	84,100	—
Commitments (note 3)		
	<u>\$ 21,700,190</u>	<u>\$ 4,138,609</u>

See accompanying notes to consolidated financial statements.

# CONSOLIDATED STATEMENTS OF CHANGES IN DEFERRED AMOUNTS

Six months ended December 31, 1982 and for the period July 1, 1976 (inception) through December 31, 1982

	Six months ended December 31, 1982	Period July 1, 1976 (inception) through December 31, 1982
Deferred revenues and support:		
Pledges and contributions	\$ 26,000	\$ 857,755
Interest	397,400	423,074
License commissions	58,309	58,309
Other	19,965	33,563
	<u>501,674</u>	<u>1,372,701</u>
Advance development and administrative costs:		
Salaries, payroll taxes and benefits	823,937	1,489,530
Travel and entertainment	131,355	310,179
Consultant fees	458,737	2,260,929
Legal and accounting	68,737	522,015
Office expenses and rent	242,194	374,662
Advertising costs and promotion	328,378	700,132
Insurance	181,973	211,941
Costs related to properties under lease (note 3)	364,514	819,299
Interest and commitment fees, net of capitalized interest (note 2)	912,795	1,149,197
Depreciation and amortization	52,209	59,011
Other	2,703	26,728
	<u>3,567,532</u>	<u>7,923,623</u>
Excess of advance development and administrative costs over deferred revenues and support	<u>\$ 3,065,858</u>	<u>\$ 6,550,922</u>

See accompanying notes to consolidated financial statements.



(1) SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

(a) Organization

The Louisiana World Exposition, Inc. was formed in 1976 to provide plans, management, facilities, equipment and personnel for a world's fair to be held in New Orleans, Louisiana in 1984. The Corporation is funded through contributions and bank debt secured by guaranties of governmental bodies, businesses and individuals who are interested in the worldwide promotion of Louisiana (see note 2).

(b) Principles of Consolidation

The accompanying consolidated financial statements include the accounts of Louisiana World Exposition, Inc. and its wholly-owned subsidiary, LWE Management Company, after elimination of all significant intercompany accounts and transactions. LWE Management Company was formed June 25, 1982 and provides services for the Corporation under the terms of an agreement approved July 14, 1982.

(c) Revenue and Expense Recognition

In line with the purpose of the Corporation, all revenues are deferred in the consolidated financial statements and will be recognized generally during the period in which the fair is conducted (May 12, 1984 through November 11, 1984). Costs incurred to date are deferred in the consolidated financial statements and will be recognized as expenses in the same period as revenues are recognized.

(d) Depreciation and Amortization

Furniture and fixtures are depreciated on a straight-line basis net of salvage value from the date placed in service until the completion of the fair. Leasehold improvements are amortized on a straight-line basis from the date placed in service until the completion of the fair.

(e) Construction in Progress

All direct costs relating to construction of fair assets are capitalized as construction in progress. Interest is capitalized on all related progress payments.

(f) Pledges

Pledges are included in deferred revenues when written confirmation is obtained.

(g) Income Taxes

The Corporation is exempt from Federal income tax under Section 501(c)(3) of the Internal Revenue Code.

(h) Reclassifications

Certain expenditures reported in the June 30, 1982 financial statements have been reclassified to make them more comparable to the December 31, 1982 format.

(2) NOTE PAYABLE

At December 31, 1982 the Corporation had \$19,000,000 due to several banks under a revolving credit agreement. This agreement permits the Corporation to borrow at any time through June 30, 1984 up to \$40,000,000 at the prime rate of interest plus 0.5% per annum. The Corporation must pay commitment fees of 0.375% per annum on the average unused portion of the commitment. Interest and commitment fees under the agreement for the six months ended December 31, 1982 totalled \$896,353 and \$112,267, respectively. Interest of \$133,807 was capitalized as construction in progress during the six months ended December 31, 1982. The loan must be completely liquidated by June 30, 1985. The debt is secured by various guaranties of individuals, corporations, partnerships, associations, trusts and the State of Louisiana, and the funding of the debt cannot exceed the amount of such guaranties. Guaranties amounting to \$37,432,000 have been received as of December 31, 1982. On January 3, 1983 and January 20, 1983, the Corporation made additional borrowings of \$1,000,000 and \$1,800,000, respectively, under the revolving credit agreement.

At June 30, 1982 the Corporation had \$3,540,119 due to a bank on an unsecured line of credit bearing interest at the prime rate plus 1.5% per annum. On July 21, 1982 this debt was repaid with a portion of the proceeds made available to the Corporation under the revolving credit agreement described above.

(3) COMMITMENTS

The Corporation has entered into various operating leases with the owners of the land that has been designated as the site of the fair. These leases grant the use of the land and certain buildings to the Corporation for the purpose of conducting the fair with the noncancelable lease terms expiring on December 31, 1984. The terms of the leases permit the Corporation to sublease to participants in the fair. Substantially all of the leases may be terminated upon cancellation of the fair or upon certain events of default. Lease expense for the six months ended December 31, 1982 amounted to approximately \$381,100. Lease commitments for the years ending December 31, 1983 and 1984 approximate \$1,377,000 and \$1,362,000, respectively.

A member of management of the Corporation is a partner in each of two partnerships from which the Corporation has leased property for which there are rental commitments of approximately \$990,000. A member of his immediate family is a partner in a partnership from which the Corporation has leased property for which there are rental commitments of approximately \$570,000. The terms of these leases correspond with the terms of other leases for similar space.



The Corporation leases certain wharf facilities from the Board of Commissioners of the Port of New Orleans (the Board) for development and use in the operation of the fair. The terms of the lease provide that certain existing structures can be demolished and new facilities constructed upon joint approval of the Board and the Corporation. The lease expires on November 30, 1984 with respect to the fair operations. Restoration of the wharf facilities as stipulated in the lease must be completed by March 31, 1985. No cash payments are required to be made during the lease term as rent; however, the Corporation shall be obligated to pay an amount equal to the "Operating Expenses" of the Board, as defined in the lease, not to exceed the "Net Profits" of the Corporation, also as defined in the lease. Such payment shall be made in a lump sum cash payment after obligations to creditors in the normal course of business have been fulfilled no later than April 1, 1986. The terms of the lease permit the Corporation to sublease to participants in the fair. As security for the Corporation's reconstruction of wharf facilities as required by the lease, an irrevocable letter of credit in the amount of \$7,000,000 is maintained in favor of the Board by a bank. The letter of credit shall remain in force until April 30, 1985 or until such time as the restoration of the wharf facilities has taken place in accordance with the terms of the lease; however, the amount of the letter of credit shall be adjusted to an amount adequate to restore and replace such facilities. The adjustment will take place upon completion of the plans and specifications for the restoration. The letter of credit is secured by a pledge to the issuing bank of the Corporation's \$7,000,000 of marketable securities.

The Corporation has entered into an operating lease agreement for certain components of a monorail system during the operation of the fair. Advances of \$800,000 were paid to the lessor for the construction of portions of the system during the six months ended December 31, 1982. Future rental payments are contingent upon fair admission revenues based on a formula defined in the agreement and are payable in the year of the operation of the fair.

The Corporation has also contracted with certain companies and is currently negotiating with other firms for marketing and licensing agreements in which it grants the use of its licensable rights, including its logo, terminology and trademarks in exchange for goods, services, sales commissions or cash to be provided for use in fair operations. The Corporation has also entered into and is currently negotiating various contracts with engineering, architectural, consulting and construction firms for the purpose of constructing the fair site.

A summary of commitments under construction contracts at December 31, 1982 is presented below:

Contract amount . . . . .	\$33,107,000
Less:	
Amount paid as of	
December 31, 1982 . . . . .	4,396,000
Amounts payable for	
work performed through	
December 31, 1982 . . . . .	<u>1,752,000</u>
Commitments . . . . .	<u>\$26,959,000</u>

On February 7, 1983, the Corporation entered into a contract for the construction and installation of plazas, lagoons, a watercourse and certain other improvements to the fair site to be completed in May 1984. The Corporation's commitment under this contract approximates \$8,000,000.



Certified Public Accountants  
Suite 3500 One Shell Square  
New Orleans, Louisiana 70139

The Board of Directors  
Louisiana World Exposition, Inc.:

We have examined the consolidated balance sheets of Louisiana World Exposition, Inc. and subsidiary as of December 31, 1982 and June 30, 1982 and the related consolidated statements of changes in deferred amounts for the six months ended December 31, 1982 and for the period July 1, 1976 (inception) through December 31, 1982. Our examinations were made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

As more fully explained in note 1, the primary purpose of the Corporation is to organize and conduct a world's fair to be held in New Orleans, Louisiana in 1984. Accordingly, all revenues and costs are deferred in the financial statements and will be recognized as earned revenues and expenses during the period in which the fair is conducted. The recovery of these deferred amounts is dependent upon future profitable operations of the Corporation.

In our opinion, subject to the effects of such adjustments, if any, as might have been required had the ultimate outcome of the matter discussed in the preceding paragraph been known, the aforementioned consolidated financial statements present fairly the financial position of Louisiana World Exposition, Inc. and subsidiary at December 31, 1982 and June 30, 1982 and the changes in deferred amounts for the six months ended December 31, 1982 and for the period July 1, 1976 (inception) through December 31, 1982 in conformity with generally accepted accounting principles applied on a consistent basis.

*Peat, Marwick, Mitchell & Co.*

February 7, 1983



# LOUISIANA WORLD EXPOSITION, INC. BOARD OF DIRECTORS

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SENATOR MICHAEL O'KEEFE  
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New Orleans

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New Orleans

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DR. ENRICA SINGLETON,  
New Orleans

THE HON. JAMES SINGLETON\*,  
New Orleans

JOHN B. SMALLPAGE,  
New Orleans



Executive Committee, Louisiana World Exposition, Inc. (seated, left to right) James E. Fitzmorris, Jr., Frederick J. Forstall, Jackeen Kelleher Churchill, Celestine Cook, Mary Louise Christovich, (standing, left to right) Ronald Pincus, Norman R. Kerth, George D. Nelson, Robert LeBlanc, Leonard L. Burns, Dan E. Stapp, Floyd E. Lewis, Edward W. Stagg, Petr L. Spurney, Bean L. Bassich, Charles C. Teamer, Louis L. Frierson, Ronald Ziblich

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New Orleans

EDWARD W. STAGG\*,  
Baton Rouge

DAN E. STAPP\*,  
New Orleans

BILL STEGELMEYER,  
Donaldsonville

HANS STERNBERG,  
Baton Rouge

FRANK B. STEWART, JR.,  
New Orleans

CHARLES C. TEAMER\*,  
New Orleans

DR. A.C. TERRANCE,  
Opelousas

MRS. DELLA K. THIELEN,  
Lake Charles

DR. DANIEL C. THOMPSON,  
New Orleans

HORATIO C. THOMPSON,  
Baton Rouge

MORRELL F. TRIMBLE,  
New Orleans

FLETCHER THORNE-THOMSEN,  
Shreveport

THE HON. DAVID C. TREEN,  
Baton Rouge

NICHOLAS P. TRIST, JR.,  
Chalmette

F. POCHÉ WAGUESPACK,  
New Orleans

R. PRESTON WAILES,  
Norco

J. HUGH WATSON,  
Shreveport

N. SIDNEY WIENER,  
New Orleans

DAVE WINSTEIN,  
New Orleans

IRA J. WOODFIN,  
Baton Rouge

J.M. WYATT,  
New Orleans

THE HON. JOSEPH S. YENNI,  
Gretna

ROBERT E. ZETZMANN,  
New Orleans

RONALD G. ZIBILICH,  
Kenner

\*Denotes Executive Committee

#### PAST PRESIDENTS

Carl F. Bailey  
(1979-1980)  
Birmingham

Floyd W. Lewis  
(1981-1982)  
New Orleans

Robert L. Pettit, Jr.  
(1976-1978)  
Metairie

Wallace B. Schmitz (Deceased)  
(1980-1981)

#### PAST CHAIRMEN OF THE BOARD

Isidore Newman, II (Deceased)  
(1976-1980)

Wallace B. Schmitz (Deceased)  
(1981-1982)



## EXECUTIVE COMMITTEE

JOHN A. ALARIO, JR.  
Louisiana State Representative  
Westwego

JAMES M. ARDOIN  
President  
First National Bank  
Lafayette

BEAU L. BASSICH  
New Orleans Blue Print  
New Orleans

DONALD J. BERNARD  
Sunbelt Coastal Pipe & Supply  
New Orleans

DR. LEONARD L. BURNS  
Four Corners Travel Agency  
New Orleans

MRS. MARY LOUISE CHRISTOVICH  
New Orleans

MRS. JACKIE KELLEHER CHURCHILL  
New Orleans

MRS. CELESTINE COOK  
New Orleans

EMBREE K. EASTERLY  
President  
Capital Bank & Trust Company  
Baton Rouge

T. R. FIDDLER  
President  
D. H. Holmes Co., Ltd.  
New Orleans

MURRAY C. FINCHER  
Mandeville

JAMES E. FITZMORRIS, JR.  
Executive Asst. to the Governor  
New Orleans

FREDERICK J. FORSTALL  
New Orleans

LOUIS M. FREEMAN  
Vice President  
Louisiana Coca-Cola Bottling Co.  
New Orleans

LOUIS L. FRIERSON  
George Engine Company  
Harvey

MR. F. BEN JAMES, JR.  
Secretary of Commerce  
State of Louisiana  
Baton Rouge

LESTER E. KABACOFF  
Managing Partner  
International Rivercenter  
New Orleans

NORMAN R. KERTH  
New Orleans

ROBERT LEBLANC  
Executive Director  
Louisiana Exposition Authority  
Baton Rouge

FLOYD W. LEWIS  
President  
Middle South Utilities, Inc.  
New Orleans

SAUL A. MINTZ  
Strauss Distributors  
Monroe

ANTHONY J. MUMPHREY, JR.  
Executive Assistant to the Mayor  
New Orleans

GEORGE D. NELSON  
Querbes and Nelson  
Shreveport

RONALD PINCUS  
Vice President  
The Royal Orleans Hotel  
New Orleans

ROBERT E. RINTZ  
Assistant Secretary  
La. Office of Tourism  
Baton Rouge

REYNARD ROCHON  
Chief Administrative Officer  
City of New Orleans

WILEY H. SHARP, JR.  
Orleans-Coastal Equipment  
Company  
Hammond

WILLIAM H. SHEARMAN  
Lake Charles American Press  
Lake Charles

COUNCILMAN JAMES SINGLETON  
New Orleans City Council  
New Orleans

PETR L. SPURNEY  
President and  
Chief Executive Officer  
Louisiana World Exposition, Inc.  
New Orleans

EDWARD W. STAGG  
Executive Director  
Council for a Better Louisiana  
Baton Rouge

DAN E. STAPP  
Senior Vice President  
Middle South Services, Inc.  
New Orleans

CHARLES C. TEAMER  
Vice President for Fiscal Affairs  
Dillard University  
New Orleans

NON-VOTING MEMBERS:

HUGH FORD  
Planning Director  
Jefferson Parish  
Metairie

RONALD ZIBILICH  
Jefferson Parish World's Fair  
Committee  
Kenner

CHAIRMAN OF THE BOARD:  
FLOYD W. LEWIS  
President  
Middle South Utilities, Inc.  
New Orleans

PRESIDENT AND CHIEF EXECUTIVE OFFICER:  
PETR L. SPURNEY  
Louisiana World Exposition  
New Orleans

VICE PRESIDENT AND TREASURER:  
NORMAN R. KERTH  
New Orleans

VICE PRESIDENT AND SECRETARY:  
CHARLES C. TEAMER  
Vice President for Fiscal Affairs  
Dillard University  
New Orleans

VICE PRESIDENTS:  
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President  
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Lafayette

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The Citizens National Bank  
Hammond

WILLIAM H. SHEARMAN  
Lake Charles American Press  
Lake Charles

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Executive Director  
Council for a Better Louisiana  
Baton Rouge

DAN E. STAPP  
Senior Vice President  
Middle South Services, Inc.  
New Orleans

ASSISTANT SECRETARIES:  
MARGARET ANN BROWN  
KATHLEEN P. PORTER  
Louisiana World Exposition, Inc.  
New Orleans

CORPORATE OFFICERS:  
PETR L. SPURNEY  
President and  
Chief Executive Officer

VICE PRESIDENTS:  
MARGARET ANN BROWN  
Vice President Legal

MICHAEL CARLSON  
Vice President Site Development

CHARLES CORSON  
Vice President Entertainment

PAUL CREIGHTON  
Vice President Operations

GLENN HAYDEL  
Vice President Corporate Affairs

MARTIN KATZ  
Vice President Finance

JEFFREY STACK  
Vice President Marketing



The top policy making body of Louisiana World Exposition, Inc. is its Management Committee. Shown here "seated from left to right" Charles C. Teamer, Norman R. Kerth, Petr L. Spurney, Floyd W. Lewis, T. R. Fiddler, and Dan E. Stapp. Standing "from left to right" are Frederick J. Forstall, Louis M. Freeman, Lester E. Kabacoff, and James E. Fitzmorris, Jr. Not available when the photograph was taken were John A. Alario, Jr., Anthony J. Mumphy, Jr., Reynard Rochon, and Edward W. Stagg.

PHOTOGRAPHY:  
KIMBERLY PARSONS  
BACHRACH  
ILLUSTRATOR:  
MICHAEL DURBINS



## LOOKING AHEAD

On Saturday, May 12, 1984, Louisiana World Exposition officially opens, welcoming the first of the 12 million visitors expected over the six month run of the 1984 World's Fair. In this final year of preparation, the 82 acre site will undergo dramatic transformations as the 1984 World's Fair rises above the banks of the mighty Mississippi.

- 780,000 square feet of Exhibit space leased to International, state and corporate exhibitors for the 1984 World's Fair.
- Concessions Committee selects 150 concessionaires from the over 700 applications received to provide a taste of Louisiana to visitors.
- Over \$30 million in City transportation improvements completed, including new streets and sidewalks in parts of the Warehouse District, Central Business District and Vieux Carre.
- Approximately \$150 million spent on the construction of the International Pavilion, Wonderwall, Entrance Gates, Corporate pavilions, parking areas and other Fair attractions.
- Over 20,000 hours of entertainment booked to perform at the 12 performance areas or mobile stages at the 1984 World's Fair.
- Twelve amusement rides produced by various domestic and foreign manufacturers selected by Fair. Those selected will have unique custom theming and lighting to add movement and excitement to Exposition grounds.
- 6,000 new hotel rooms under construction. By opening day, guests will have an opportunity to choose from 25,000 rooms, many within walking distance of the Fair.
- 6,865 feet of track for the fully-automated, air conditioned monorail system installed and 60 new monorail cars constructed to provide an on-site transportation system capable of transporting 3,500 visitors per hour.
- 11,000 off-site parking spaces leased and prepared to welcome the 1984 World's Fair visitors arriving by automobile or bus.
- Winners of the International Water Sculpture Contest selected and construction of water sculptures throughout the Fair site begun.

**LOUISIANA WORLD EXPOSITION, INC.**

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