



# EXPOSITION WORLD





# EXPOSITION WORLD

VOLUME II ISSUE 1 SPRING 1983

Published by Louisiana World Exposition Inc. Post Office Box 1984 New Orleans, Louisiana 70158-1984 U.S.A. Telex: ITT 460231 LA WORLD (504) 566-1984

Editor	Winston Lill
Art Director	Robert Whitney
Design	Sally L. Craig
Typography	Forstall
Printing	Dolphin Press

## CONTENTS

- 2 Japanese Pavilion
- 4 Electric Energy Pavilion
- 5 Afro-American Pavilion
- 6 International Water Sculpture Contest
- 7 Tour and Convention Sales
- 8 New View of the Wonderwall
- 10 Secretary Baldrige Hosts Luncheon
- 12 Spurney Elected President Weinmann Nominated for Commissioner General
- 13 New Vice Presidents Elected
- 14 Staff Promotions and Appointments
- 16 Radio Stations Invited Federal Court Protects Logo



As I write this, I am preparing to leave on a three week trip to Asia and to Europe as a follow-up with several nations who are close to signing Letters of Intent to participate in the 1984 World Exposition. I will be travelling in the company of Ambassador Harry R. Melone, our Deputy United States Commissioner General and, together, we will

be meeting with government officials and, in several cases, with their architects and designers, to negotiate the final details.

As we approach the key "year to go" date of May 12, the pace of our progress is quickening. In these pages, you will read of the official announcements of the Japanese Pavilion, the Electric Energy Pavilion, and the pavilion to celebrate the achievements of Black Americans. Additionally, we have a significant number of Letters of Intent already in hand and expect official announcements in the near future.

Our most obvious progress is on our site itself. Site clearance has been completed, and individual components of the Exposition are now in various stages of construction. These include work on the Monorail stations and on the system's foundations, the installation of underground utilities, the renovation of another of our old warehouse buildings, and the construction of the first 44-foot portion of our 2300-foot-long Wonderwall. In addition, construction is scheduled to start next month on the shell which will house the United States Pavilion.

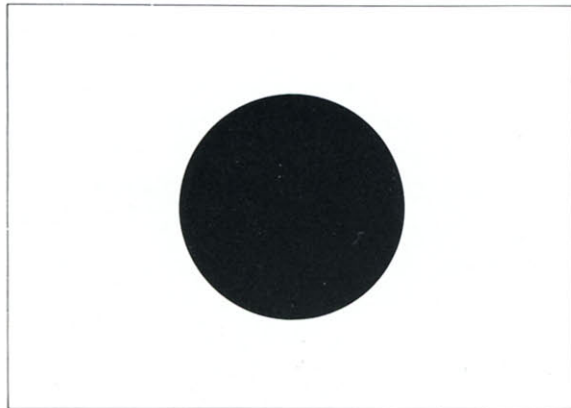
**FRONT COVER:** A spectacular design feature of the 1984 World Exposition in New Orleans will be the Wonderwall, a single structure of diverse architectural shapes stretching for almost a half mile, featuring such attractions as performing stages, an aqueduct, numerous fountains, shops, aviaries, small restaurants, and game arcades. (See Center Spread)

**INSIDE FRONT COVER:** A half stereograph view "On the Pike" at the Louisiana Purchase Exposition. It's 1904, and we're on the Midway in St. Louis to meet Louis at the Fair.

**INSIDE BACK COVER:** The Pelican, the Official Mascot of the Louisiana World Exposition, designed by Gary Goddard Productions, Hollywood, California, in co-ordination with Robert Whitney, Louisiana Exposition Art Director.

**BACK COVER:** The Theme of the 1984 World Exposition: "The World of Rivers—Fresh Water as a Source of Life" is interpreted here by Exposition Staff Photographer Kimberly Parsons. The time is just past dawn. The place: the Mississippi River as it flows past New Orleans toward the Gulf of Mexico and the Seven Seas.





During a recent trip to Tokyo to make final arrangements for official Japanese participation in the Louisiana Exposition, event officials Petr L. Spurney and Floyd W. Lewis were guests at a dinner given in their honor by Japanese Finance Minister Noburo Takeshita. In this photo commemorating the occasion, Spurney and Lewis (seated, second and third from left) and Minister Takeshita (standing directly above them) are joined by other officials of the host government and several members of the United States Embassy.



# JAPAN

*The Japan Pavilion will occupy 20,000 square feet of key space in the spectacular new two level International structure overlooking the Mississippi River.*

**J**apanese Prime Minister Yasuhiro Nakasone has announced his nation's participation in the Louisiana World Exposition during his recent official visit to Washington, D.C.

Japan thus becomes the first nation to formally announce it will be a part of the 1984 event.

In response to the Prime Minister's announcement, Exposition President Petr L. Spurney stated, "We are delighted that Japan, with its tradition of outstanding participation in international expositions, will be joining us here in New Orleans."



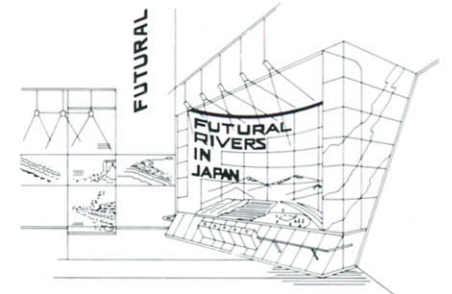
**"Their presence is especially noteworthy, as Japan is the Number One customer of the Port of New Orleans..."**



"Their presence is especially noteworthy as Japan is the Number One customer of the Port of New Orleans, and it is significant that the structure housing the International Pavilions, in which Japan will be located, overlooks the Mississippi River, the center of the Port's operations," Spurney said. He

added that other nations have already signed letters of intent and that their formal announcements are expected in the near future.

The Japanese Pavilion will occupy 20,000 square feet of leased space in the new two-level building to be constructed atop the Upper Poydras and Julia Street Wharves. Pilings for Phase I have already been driven, and work on the superstructure starts this month.



In a letter to Exposition officials, Japanese Ambassador Yoshio Okawara stated, "An event such as the Louisiana World Exposition, with each nation preparing a pavilion to exemplify its respective culture offers an excellent opportunity to strengthen cross-cultural understanding."

The Japanese Pavilion will reflect the Exposition's internationally relevant theme: "The World of Rivers—Fresh Water as a Source of Life."



# ELECTRIC PAVILLION

The U.S. electric utility industry has formally announced its intention to participate as a major corporate exhibitor in the 1984 Louisiana World Exposition.

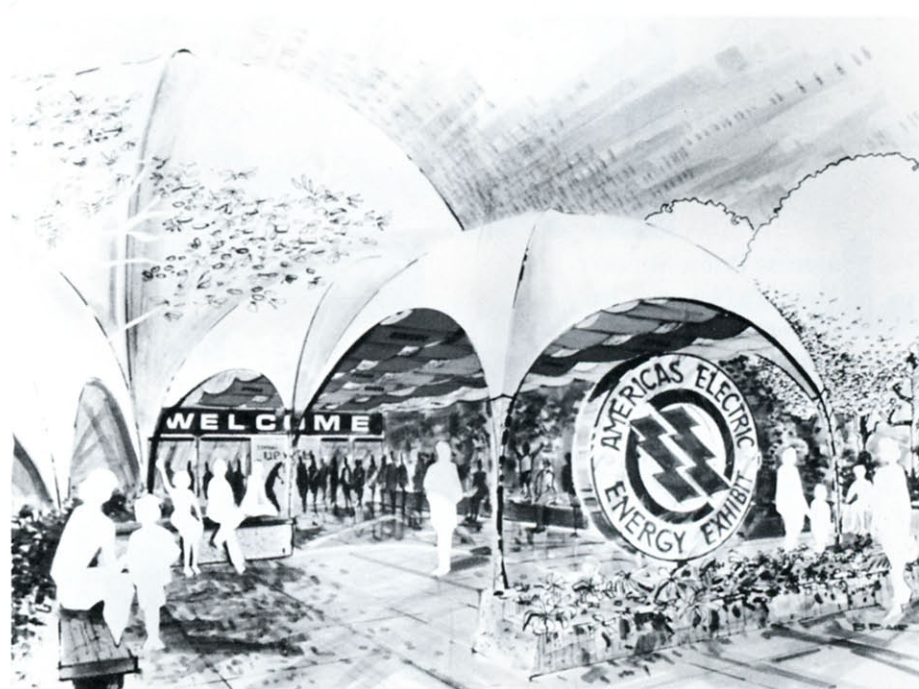
Floyd Lewis of New Orleans, Chairman of the international event and also Chairman of Middle South Utilities, said industry leaders are "enthusiastic about the positive and beneficial public communications possibilities the world exposition offers."

"The electric energy industry was well-represented recently at the 1982 World's Fair in Knoxville," Lewis said. "The leaders of our industry agree that such an event is an outstanding way to communicate on a personal basis with millions of our most valued friends—our customers."

According to Lewis, nearly two million visitors—about 20 percent of the total Fair attendance—toured America's Electric Energy Exhibit (AEEE) in Knoxville last year. "We expect an even greater number to visit the industry's pavilion in New Orleans next year," he added.

H. J. Young, senior vice president of Edison Electric Institute, the association of investor-owned electric utilities in Washington, D.C., said the pavilion will focus on entertainment in a multi-media theater but exhibits will be designed to reflect the exposition's theme, "The World of Rivers: Fresh Water as a Source of Life."

"The theme is a natural one for the electric industry to utilize since water has so many applications in the production of electric power," said Young, who also serves as chairman of



***The electric industry's exhibit is expected to be contained in a separate 15,000 square foot pavillion on the Exposition site.***

the AEEE Board of Directors. "We intend to highlight some of these uses in our exhibits, including cooling, transportation and direct electrical production."

The pavilion's multi-media theater will feature live entertainment and an award-winning 14-minute presentation entitled "Electricity" which will be shown daily in the theater. The program utilizes 18 computer-controlled projectors and underscores the important contribution of electricity in everyday life.

The electric industry's exhibit is expected to be contained in a separate

15,000 square foot pavilion on the Exposition site. The Exhibit's board of directors has established a budget of \$2 million for design, construction, and operation of the pavilion during the six-month event.

AEEE, the largest corporate exhibitor at the 1982 World's Fair, is a non-profit corporation of associations and businesses in the electric energy industry. The group was formed especially for participation in the World's Fair at Knoxville and its charter has been extended through the 1984 Exposition.



# Afro-America

I've Known Rivers, Inc., a non-profit organization, announced plans to establish an Afro-American Pavilion at the 1984 Louisiana World Exposition.

"The pavilion will document the progress of Black people in the United States and their contributions to the world community," said Mrs. Sybil Morial, Chairperson of the group and the First Lady of the City of New Orleans.

"This pavilion follows a long established tradition of Black participation in international exhibitions. We want to continue that tradition because our heritage is rich, our accomplishments are abundant, our contributions legion and our talents abound," Mrs. Morial said.

An exhibit at the World's Fair is an opportunity to present an accurate and artistic record of Black progress, Mrs. Morial said at the press conference called to announce the Pavilion.

I've Known Rivers, Inc. plans to move the exhibit to a permanent home after the Fair. This new institution will also serve as a home for the continuous production and exhibition of works by Afro-American artists in the city and region, Mrs. Morial said.

Establishing the pavilion and a permanent home after the Fair will cost approximately \$1.2 million, Mrs. Morial said. I've Known Rivers will seek major corporation and foundation funding, conduct fundraising activities, and seek membership donations from around the nation, the State and the New Orleans area.

The organization has already received seed money from United Federal Savings and Loan Association and Liberty Bank and Trust Company.

"The challenge to make this pavilion a reality is one that hundreds of people can and must share in," Mrs. Morial said.

"We are calling it Afro-American Pavilion to distinguish it from pavilions by African or Carribean countries which may exhibit at the Fair."

I've Known Rivers, Inc. is coordinating the pavilion in conjunction with the Amistad Research Center and the Congo Square Arts Collective, a group of artists and supporters who developed the concept for the pavilion.

The concept parallels the theme of the 1984 World's Fair, "The Rivers of the World: Fresh Water as a Source of Life." I've Known Rivers, Inc. derived its name from a line in the poem "The Negro Speaks of Rivers," by noted Black American poet Langston Hughes.

Kenneth D. Ferdinand, director of the Congo Square Arts Collective, said that the goal of the pavilion is to inspire Black youth "to accept the challenge of becoming productive scientists and scholars in the pattern established by our great men and women of other times."

"The exhibit," he said, "will be composed of eight key areas of information: science and technology, business and commerce, arts and culture, politics and law, history, social institutions, religion and education."

According to Ferdinand, I've Known Rivers plans to present a 'world class' pavilion which will call on the services of consultants and other professionals, adding that a National Review Board of Scholars will be established to review plans for the pavilion and make recommendations in their disciplines. Our goal is to build a pavilion which speaks with pride and elegance of our past, our present and our future. I've Known Rivers is already looking beyond the Fair pavilion and is presently seeking a site to house the exhibition permanently.



*In a marathon weekend session, an international jury selected 30 pre-finalists to participate in the next phase of the International Water Sculpture Competition being sponsored by the Louisiana World Exposition. Serving on the panel were (seated, from left, in the middle distance, Arthur Erikson, Lisa Taylor who chaired the meetings, E. John Bullard, and Steingrim Laursen. Using the phone in the room behind is fifth juror Henry Hopkins. Assisting the group were Dr. Thomas C. Tews (standing) and Mary Kate Tews (foreground). Mrs. Tews serves as Exposition Manager for On-Site Visual Arts, Exhibitions, and Children's Programming.*

# 30

## artists advance to Phase II

Thirty artists from eleven countries were selected as pre-finalists for the First International Water Sculpture Competition sponsored by the 1984 Louisiana World Exposition.

The artists were selected by an international jury which met in New Orleans, thus completing Phase I of the Competition. In this phase, artists submitted slides of existing works of art, which were judged on their potential to combine water with an art form. The jury received 472 entries from artists in 32 countries around the world.

The 30 artists who were selected are: Alice Aycock, USA/New York; Lynda Benglis, USA/New York; Richard Berger, USA/California; Lenora Bermann, USA/Alabama; Andrea Blum, USA/New York; Joan Brigham in collaboration with Paul Earls, USA/Massachusetts; Carl Cheng, USA/California; CHNMB Associates, USA/California; Karl Ciesluk, CANADA; Vaclav Cigler, CZECHOSLOVAKIA;

Angela Danajieva, USA/California; Lin Emery, USA/Louisiana; Helen Escobedo, MEXICO; Jackie Ferrera, USA/New York; Doron Gazit, ISRAEL; Richard Harned, USA/Ohio; Claude and Francois-Xavier Lalanne, FRANCE; Olavi Lanu, FINLAND; William Maxwell, USA/Texas; Mary Miss, USA/New York; Robert Morris, USA/New York; Fujiko Nakaya, JAPAN; Marta Pan, FRANCE; Anne and Patrick Poirier, FRANCE; Kit-Yin Snyder, USA/New York; Ned Smyth, USA/New York; George Sugarman, USA/New York; Jean Tinguely, SWITZERLAND; Tsai, USA/New York; Richard Turner in collaboration with Doug Hollis, USA/California.

During Phase II of the Competition, the pre-finalists have been asked to design a water sculpture by submitting a rendering, a drawing, a maquette or other documentation of their designs. From the 30 pre-finalists, approximately

ten artists will be selected and their work commissioned, depending upon sponsorship.

The pre-finalists' work will be on view at the New Orleans Museum of Art beginning May 15, 1983, and then will form a national traveling exhibition.

Members of the jury are E. John Bullard, Director, New Orleans Museum of Art; Arthur Erikson, Canadian architect; Henry Hopkins, Director, San Francisco Museum of Modern Art; Steingrim Laursen, Art Consultant, Louisiana Museum in Denmark and the Museum of Modern Art in New York; and Lisa Taylor, Director, the Cooper-Hewitt Museum, the Smithsonian Institution's National Museum of Design in New York City.

The worldwide event is being coordinated by Lee Kimche, Exposition consultant from Washington, D.C., and by Mary Kate Tews, Manager of On-Site Visual Arts, Exhibitions, and Children's Programming for the Exposition staff.



**"from all parts of the world"**

# TRAVEL PROFESSIONALS

Responding to literally hundreds of travel industry requests for information on the Louisiana Exposition is the current preoccupation of the event's Tour and Convention Sales Department.

The queries are coming in from all facets of the industry, not only throughout the United States, but from all parts of the world.

Heading up the Department are Barbara Lachenmaier, Director, and Administrative Assistant, Sue Wall. Both are well known travel professionals.

Presently, the Department is working with tour wholesalers and brokers, travel agencies, bus companies, Amtrak, airlines, cruise lines and steamboat companies, and is also in contact with officials from the many conventions which are scheduled for New Orleans during the May 12 through November 11, 1984 run of the Exposition.

Before joining the event's staff, Lachenmaier held the positions of Sales Director, Gateway South, an affiliate of Grayline, New Orleans; Sales Director, Grayline, New Orleans; Sales Representative, The Great Getaway, a Chicago-based company and Marketing Assistant U.S. Travel Service, United States Department of Commerce, Washington, D.C.

She is a graduate of Denison University of Granville, Ohio where she received a B.A. in Economics and International Relations, and is married to Robert Spangenberg IV. They have one daughter.

Wall's first position in the industry was as the Executive Secretary to the Director of the Paducah-McCracken



*Heading up the 1984 World Exposition's Department of Tour and Convention Sales are Director Barbara Lachenmaier (left) and Sue Wall, Administrative Assistant.*

County, Kentucky Tourist and Convention Commission. She later served as Sales Manager of Grayline of New Orleans; and as Sales Manager of

Hotard Coaches, Inc., also of New Orleans.

Wall is a native of Reserve, Louisiana and is the mother of two children.





## THE WONDERWALL

A model of a part of the Wonderwall, one of the main attractions at the 1984 Louisiana World Exposition, is now on display in the Exposition's Headquarters Building, 805 S. Front Street at Julia Street. This photo shows how the unique structure will glow from the illumination of its estimated 10,000 lights.

Described by one of its designers as "much like a stationary Mardi Gras parade," the Wonderwall will stretch for almost a half mile, will vary between one and three stories high, and will be between 12 and 18 feet in depth.

The structure will incorporate numerous fanciful architectural themes and will contain fountains, performing areas, aviaries, arcades, as well as various concessions.

It will be located along what is now S. Front Street and will stretch upriver to curve around the Watergarden, another of the Exposition's planned design features.



# Secretary Baldrige Hosts Luncheon

**R**epresentatives from 42 major United States corporations met recently in Washington, D.C. for a luncheon and briefing on the Louisiana World Exposition hosted by Secretary of Commerce Malcolm Baldrige.

Joining the Secretary in the briefing the distinguished guests were Louisiana Senators Russell B. Long and J. Bennett Johnston; Louisiana Secretary of Commerce Ben James; Exposition Chairman Floyd W. Lewis; and Exposition President Petr L. Spurney.

In his remarks, Secretary Baldrige stressed his Department's support for the Louisiana Exposition and his belief that the 1984 event was an excellent vehicle for United States corporations to promote their goods and services both domestically and abroad.

He was strongly endorsed in his remarks by Senators Long and Johnston and Secretary James, all of whom pledged their personal assistance in securing information and help to firms wishing to participate.

Exposition President Spurney concluded by giving a progress report and showing an eight-minute videotape briefing.

The Luncheon took place in Secretary Baldrige's private dining room. Arrangements were coordinated by Helen Robbins of the Secretary's staff and by Exposition executives Mark Romig and Lois Porché.



*Among the speakers at the briefing were Louisiana Senators Russell B. Long (left) and J. Bennett Johnston (lower left)*

*(Below) Phillips Peter, Vice-President, General Electric Company, gestures as he makes a conversational point to his luncheon companions.*



*Malcolm Baldrige, U.S. Secretary of Commerce, welcomes the representatives of 42 major corporations to the briefing and luncheon he hosted in the Secretary's Dining Room.*

*Harold Hoopman, President of Marathon Oil chats with Exposition Chairman Floyd W. Lewis and President and Chief Executive Officer Petr L. Spurney.*

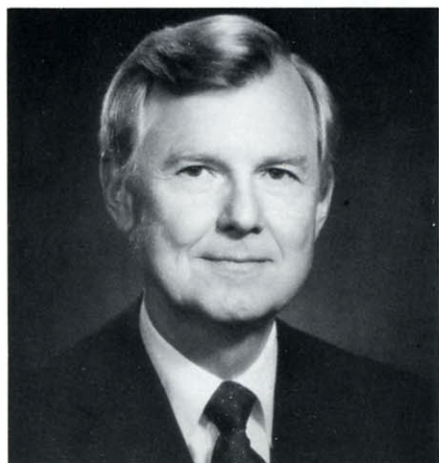
*Among the many guests at the recent briefing on the Louisiana Exposition were (from left, upper right photo) Robert McMillan, Vice-President, Avon Products; Robert Kelly, Vice-President, Olin Corporation; and Lois Porché, Corporate Marketing Manager for the 1984 Exposition.*

**"Secretary Baldrige stressed...his belief that the 1984 Event was an excellent vehicle for...corporations to promote their goods and services..."**

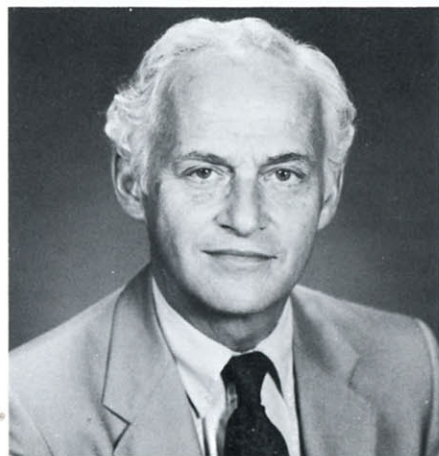




# Executives Named



John G. Weinmann



Harry R. Melone

The Federal role in the leadership of the 1984 World Exposition has taken a significant step forward with the recommendation by Louisiana Governor David C. Treen that New Orleans lawyer and business leader John G. Weinmann be appointed to the post of U.S. Commissioner General by President Ronald Reagan.

If the recommendation is accepted, as expected, Weinmann will join Deputy Commissioner General Harry R. Melone who has been representing the government of the United States with the Exposition since November.

Weinmann is a native of New Orleans and a graduate of Tulane University Law School. He was a member of the law firm of Phelps, Dunbar, Marks, Claverie and Sims for 28 years and is now a counselor to that firm.

He is a former Chairman of the American Bar Association's Young Lawyers and Bar Activities Section.

Weinmann is married to the former Virginia Eason of Oklahoma City. They have (5) five children.

Deputy Commission General Melone's appointment was announced several months ago by the U.S. Department of State. He is a career Foreign Service Officer who presently holds the rank of Ambassador.

Ambassador Melone joined the U.S. Foreign Service in 1951 and has served in the following posts: Tabriz, Iran; Tehran, Iran; Paris, France; Yaounde, Cameroon; Bangui, Central African Republic; Niamey, Niger; U.S. Mission to the United Nations, New York; Conakry, Guinea; National War College, U.S.; and Kigali, Rwanda where he served as Ambassador from 1979-1982.

A graduate of Dartmouth College, New Hampshire, Ambassador Melone studied international relations at Yale Graduate School prior to joining the Foreign Service. A native of Auburn, New York, he is married to the former Domnica Djuvara. They have one daughter, aged sixteen.

Petr L. Spurney has been elected President and Chief Executive Officer of the Louisiana World Exposition, Inc.

The action was taken by the organization's Executive Committee on January 12 and was effective immediately.

Floyd W. Lewis, who has been serving as President, has been elected Chairman of the Board of Directors, replacing the late Wallace B. Schmitz.

Prior to his election as President, Spurney served as Executive Vice President and General Manager, a dual post he has held since September 2, 1980.

Spurney has had extensive experience in management of world class events. In 1974, he served as General Manager and Chief Executive Officer of the EXPO '74 World Exposition in Spokane, Washington.

In 1975, he was elected by the Board of Directors of the American Freedom Train Foundation, as that organization's Chairman, President, and Chief Executive officer. The train proved to be one of the nation's most successful National Bicentennial events.

Before joining the Louisiana Exposition staff, Spurney served as General Manager of the Olympic Winter games in Lake Placid, New York.

He is an engineering graduate of Cornell University and is married to the former Lois Tuttle of Syracuse, New York. They have three children.

Louisiana World Exposition, Inc.'s Tour and Convention Sales Department has announced the following procedures for use of LWE's logo on travel industry promotional brochures, letterhead and advertising.

Forward requests for logo use to Tour and Convention Sales Department, Louisiana World Exposition, Inc., P.O. Box 1984, New Orleans, Louisiana 70158-1984. Requests must detail the intended use of the logo.

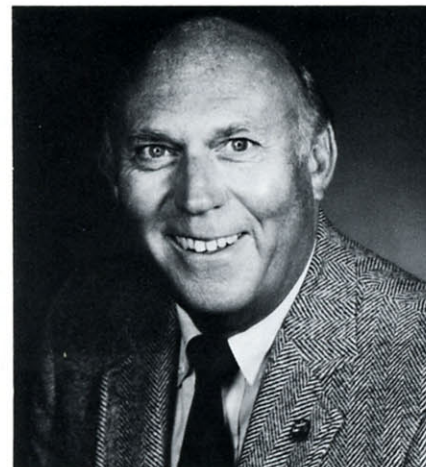
Upon receipt of request, LWE will promptly respond with a complete graphics manual for the logo and World's Fair mascot, the pelican.

All materials utilizing the logo and mascot must be approved by LWE's Legal Department and a "non-commercial licensing agreement" executed by both parties before printing material.

The procedures for request and review of logo and mascot will protect tour operators and travel agents as well as LWE from misuse of the logo, commented Barbara Lachenmaier, Director of Tour and Travel. "We assure the industry," she added, "that the review process is efficient and rapid. The process will not delay printing schedules established by agents and operators for their promotional material."

Travel industry firms wishing to be added to the Tour and Convention Sales Department's mailing list or needing additional information should write the Department at Louisiana World Exposition, P.O. Box 1984, New Orleans, LA 70158-1984.

## NEW OFFICERS ELECTED



Charles R. Corson has been elected Vice President of Entertainment for the 1984 Louisiana World Exposition in a recent action by the event's Executive Committee.

Corson's professional career began while still in high school at various radio stations throughout the midwest. After graduation from college, he entered television production as a T.V. director for the CBS affiliate in Minneapolis and then as production manager for the Waring organization in New York.

In 1956, Corson joined Walt Disney Studios as a casting director and served in the organization for sixteen years. He produced all live shows for Disneyland and Disney World. His specific responsibilities included show designs and concepts, special event planning, market analysis of audiences, budgetary controls, show promotion, union negotiations, coordinating design of show staging facilities and wardrobe and coordinating park music and narrations.

Out-of-Park assignments for Disney included productions for the 1960 Squaw Valley Olympics, Radio City Music Hall, the Hollywood Bowl, the New York World's Fair and the arena production "Disney on Parade."

As an independent producer and principal in Charles Corson & Associates, his clients were amusement parks such as Sea World, King's Island, Astroworld, Six Flags, Hershey Park, Busch Gardens, Circus World, Magic Mountain and Knott's Berry Farm.

Industrial clients have included Van Camp Sea Food, Best Western, ITT Cannon, Holiday Inns, 7-Up and Ralston-Purina.

In the area of concert promotions, Corson has premiered such artists as Tom Jones, Burt Bacharach, Vikki Carr, Englebert Humperdink, Helen Reddy and Lily Tomlin.

Before joining the Exposition organization, Corson's most recent position was Vice President and General Manager of Production Services at Radio City Music Hall in New York.

A native of Minnesota, Corson attended St. Olaf College and graduated from Northwestern University with a B.S. in Radio and Television and a M.S. in Theatre. He is the father of two children.



Jeffrey P. Stack has been elected Vice President of Marketing by the Executive Committee of Louisiana World Exposition, Inc.

He brings to the event's management team 15 years of marketing experience with major corporations in the United States.

Prior to accepting his new position, Stack served as Divisional Vice President of Marketing, Theme Park Division, Marriott Corporation. His responsibilities included overseeing all marketing and sales programs for the Theme Park Division including a \$14 million marketing budget; developing marketing strategies and providing overall direction to the Theme Park's marketing and promotional efforts.

Before that, Stack held the positions of Director of Marketing, Subscription Television, San Francisco, Ca., Brand Manager, California Canners and Growers, San Francisco, Ca., and Area Marketing Manager, Coca-Cola Company.

In his position as Vice President of Marketing for the 1984 World's Fair, Stack's responsibilities will include directing the marketing efforts for international, domestic and corporate participation; concession and licensing programs, as well as implementing the organization's consumer/trade sales promotion and advertising campaigns.

In announcing the appointment, Exposition President Petr L. Spurney commented, "Mr. Stack's knowledge and experience will provide the impetus and focus to our organization's overall marketing and promotional efforts to date. We are delighted to welcome him to the World's Fair management team."

Stack holds a B.A. degree from DePaul University. He is married to the former Lucy Link. They have two sons.





# OUR STAFF

Top Photo - (left to right)  
Charles L. Willoughby, Ann  
Brown and Richard Sabalot.  
Bottom Photos - (left) Alex  
I. Lewis III, (right)  
Phyllis Seitz.



Phyllis Seitz has been promoted to Manager of Office Services. A former Personnel Assistant, she has been with the Louisiana World Exposition staff since July 1982.

A native of Belleville, Illinois, her prior employment in New Orleans has been with Crestwave Offshore Services, Inc.; Deutsch, Kerrigan & Stiles, Attorneys; The Louisiana Land and Exploration Company; and Marine Centre, Inc. Most recently, she served as Personnel Manager and Purchasing Agent with Harvey Barge Repair, Inc.

Cynthia Houser has been promoted to Marketing Manager, Official Supplier Program. Most recently, she has served as Executive Assistant to Vice President of Administration David M. Bruce, a post she held since joining the Exposition staff in April 1982.

For 18 years before moving to New Orleans, she lived in Jacksonville, Florida, working for Sav-A-Stop Inc., a service merchandising firm handling marketing and distribution of health and beauty aids and general merchandise to 17,000 retail outlets in 43 states. She served successively as Executive Secretary, Office Manager, Buyer, Assistant Director of Marketing, and Public Relations Manager before leaving the state. Houser is a native of White Plains, New York. She and her husband, Ray, have three children.



Top Photos - (left)  
Cynthia Houser, (right) Sally  
L. Craig. Bottom Photos - (left)  
Janie Rhorer, (right) Marianne  
Roberts.

Sally Lightfoot Craig has been promoted to Manager, Art Department. With the Department since November 1981, she is one of the pioneer members of the Exposition staff.

Craig is a native of Memphis and lived in Cleveland, Chicago, and Dallas before moving to New Orleans in 1974. Prior to joining the Exposition, she served a lengthy apprenticeship at various firms, receiving training in all aspects of the field including typography, color separation, printing, and design. She is married to Michael Craig; they have two children.

Janie Rhorer has been promoted to Manager of Planning/Government Relations. She has been with the Exposition since May 1982, serving as



a Planning Analyst. Prior to joining the staff, Rhorer was the Neighborhood and Community Project Director with Gregory C. Rigamer and Associates, a New Orleans transportation consulting firm. She is a native of Baton Rouge and received her Master of Science Degree in Urban Studies from the University of New Orleans. She has one daughter.

Marianne Roberts, who has been serving the Exposition as an Economic Planner, has been promoted to Manager of Economic Planning.

She is a native of Louisiana and earned her undergraduate degree in economics from Vassar College, Poughkeepsie, New York. In 1980, she was awarded a Masters in Business Administration. Before joining the Exposition staff last July, she served as a Management Consultant with Urban & Associates, Inc. of Sharon, Massachusetts.

Ann Brown has been elected Vice President, Legal of Louisiana World Exposition in action taken by the Corporation's Executive Committee. She has been serving since last June as the Exposition's Director of Legal Staff.

A native of Mobile, Alabama, Brown was graduated from the University of Virginia with B.A. and J.D. degrees. Previously, she had been associated with the New Orleans firm of Phelps, Dunbar, Marks, Claverie and Sims.

The Louisiana World Exposition has a new Personnel Director.

He's Alex I. Lewis III, and he comes to the Corporation with 17 years experience in the related fields of personnel and training, most recently as Director of Personnel with Evans Cooperage Company of Harvey, Louisiana.

From 1969 to 1972, he was with Sonesta Hotels, Inc., first as Resident Trainer with the Royal Orleans Hotel, and two years later moved to the Royal Sonesta Hotel as Regional Director, Training and

Development, for the chain's three hotels in the Southeast Region.

He then spent a year as Personnel Manager for the New Orleans Marriott Hotel before going to the Houston Marriott as Director of Personnel.

From March 1975 to November 1978 he served as Chief Personnel and Training for Superdome Services, Inc.

Lewis is a New Orleans native and a graduate of Louisiana State University in New Orleans (now the University of New Orleans). He is married to the former Mary Baham; they have four children.



# Radio Stations Invited

On-site radio coverage of the 1984 Louisiana World Exposition will be on a shared broadcast arrangement with all radio stations in the State, rather than having an exclusive contract with a specific station, according to Petr L. Spurney, President and Chief Executive Officer.

Spurney's statement followed unanimous approval of the shared concept by the Exposition's Executive Committee and said, "Although we received many excellent proposals seeking 'Official Radio Station' status, we feel that the public's best interest will be served by opening up participation to as many stations as possible. Accordingly, we are inviting radio stations throughout Louisiana to join the Exposition in serving Louisiana and the millions of visitors who will attend our 1984 international celebration.

Current plans to accommodate the needs of the radio stations include access to telephone lines for broadcasting live remotes throughout the 82-acre site as well as complete radio facilities in the on-site press room.

The Exposition organization has asked that the stations provide daily bulletins about parking facilities, alternate traffic routes, calendars of events and other public service information during the six month run of the event.



*U.S. District Court Judge Peter Beer has ruled in favor of Louisiana World Exposition, Inc. in its suit to halt the distribution and sale of the T-shirt and caps shown at left. The Court agreed with the Corporation that these and other products being produced by Kenner, Louisiana attorney Gordon Logue and his companies were in violation of the Corporation's copyright and trademark rights. Exposition staffer Ann Watson displays at right the event's official merchandise.*

## Federal Court Protects Logo

United States District Court Judge Peter Beer of the Eastern District of Louisiana has ruled in favor of Louisiana World Exposition (LWE) in a civil suit filed in Federal Court against a Kenner, Louisiana attorney, Gordon Logue, and nine corporations incorporated by Logue to produce merchandise bearing designs and names confusingly similar to the symbols, marks, and logos of LWE.

Judge Beer granted a Temporary Restraining Order against Logue preventing him from manufacturing, distributing or selling any merchandise bearing the names or trademarks of the nine defendant corporations or any other marks, logos or names confusingly similar to LWE. The Temporary Restraining Order was converted to a Preliminary Injunction on February 10.

In his ruling, Judge Beer stated: "It appears that the public interest will in fact be served if an injunction is issued in this case. First, it seems apparent that most if not all purchasers seek 'official' items and are likely to be confused by the defendant's products. Indeed, such items have value to purchasers only as items that come from 'the Fair'."

The Court concluded that LWE would be irreparably harmed if sales of Logue's merchandise were allowed to continue pending final resolution of the legal issues.

In order to protect its marketing program, LWE will vigorously prosecute those who infringe its propriety rights. 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. This legislation provides strong civil and criminal penalties for infringement of LWE's tradenames, trademarks and service marks.



**OUR MASCOT**





---

## EXPOSITION WORLD

---

PUBLISHED BY

LOUISIANA WORLD EXPOSITION INC.

POST OFFICE BOX 1984

NEW ORLEANS, LA 70158-1984 U.S.A.

TELEX: ITT 460231 LA WORLD

---

Address Correction Requested

BULK RATE U.S. POSTAGE PAID New Orleans, LA. PERMIT NO. 1313
--