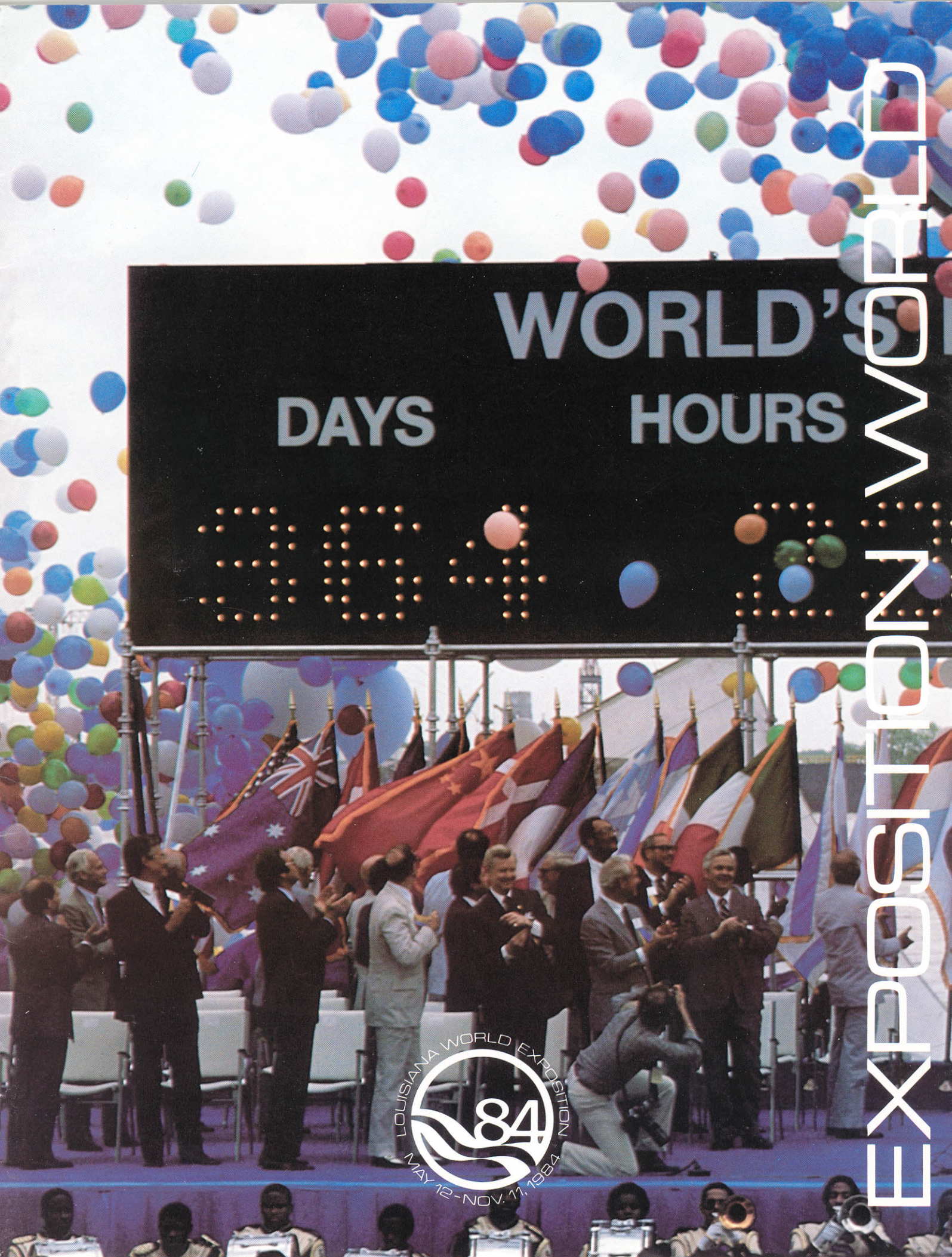
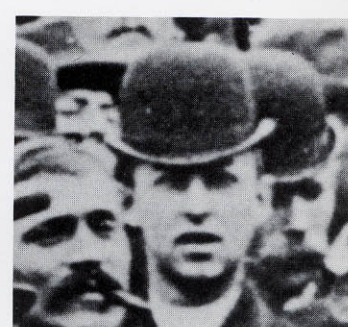
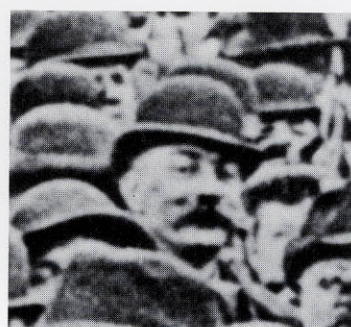




OFFICIAL EXPOSITION





"The Surging Sea of Humanity at the opening of the Columbian Exposition," Chicago World Exposition of 1893. (Half stereograph from the collection of Winston Lill).

EXPOSITION WORLD



To stage an event which will contribute new scientific and cultural developments in the tradition of past World Expositions, while improving the economic climate of our state and city, is the challenge to which each of us in the organization must respond. As each day passes, our enthusiasm and anticipation grows.

On May 12, we celebrated our "Year-to-Go" with the unveiling of the official World's Exposition countdown clock and whole host of activities, including our annual Board of Directors meeting where we presented the status

report of our impressive progress during the last six months. Governor Treen, Mayor Morial and the New Orleans City Council were instrumental in making the entire day a tremendous success.

We're proud of the positive impact which the 1984 World's Exposition is having locally. To date, all of the \$17 million in construction contracts have been awarded to Louisiana-based businesses.

And Louisiana World Exposition, committed to the cause of preservation, will continue to work closely with the Central Business District, Historic Districts Landmarks Commission and the Preservation Resource Center in renovating the structures of the warehouse district. In all, 27 buildings are in the process of rehabilitation.

Besides the visual representation of our theme, "The World of Rivers: Fresh Water as a Source of Life," the 1984 World Exposition is planning a series of symposia which will focus on the importance of fresh water as a critical resource. The seminars will bring together experts from all sides of the water industry, both national and international to discuss such topics as River Management, Water for Human Consumption, Water and Agriculture and Innovations in Water Technology.

This coming month, with Commissioner General John Weinmann, I have the honor to once again represent our corporation at the twice-a-year business sessions of the Bureau of International Expositions (BIE). The BIE is the international organization which governs world expositions and has sanctioned our 1984 event. While there, I look forward to meeting old friends among the delegations of other nations and to bringing them a complete report on our progress to date.

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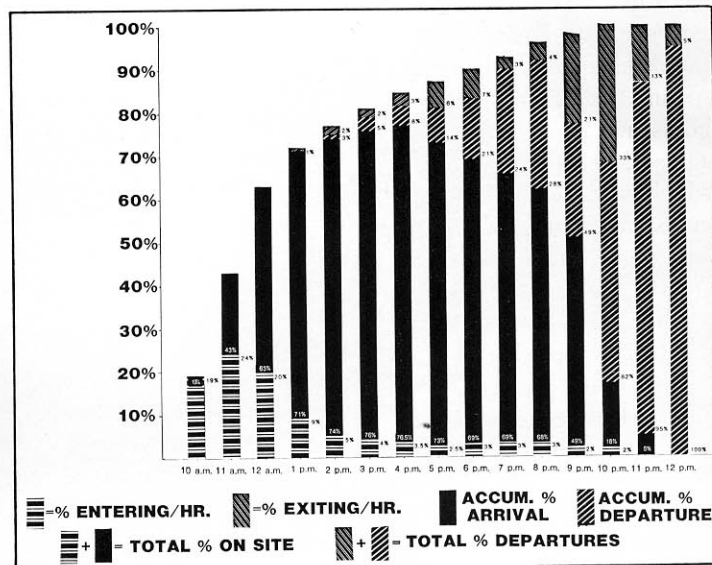
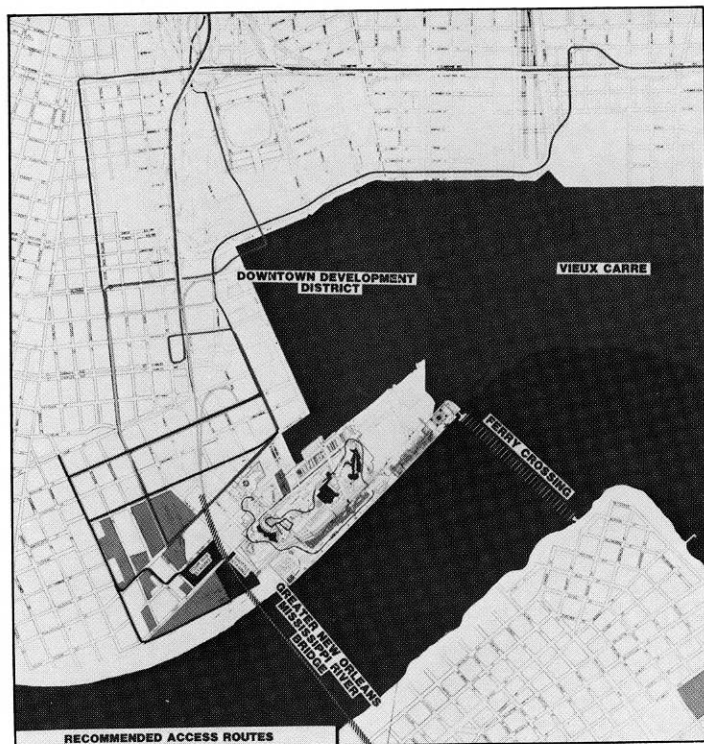
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FRONT COVER: In anticipation of the official opening of the 1984 Louisiana World Exposition in New Orleans, LWE staged a spectacular One-Year-To-Go celebration on Thursday, May 12, 1983. Spanish Plaza, the location for the event, was transformed by the thousands of colorful balloons, giant count-down clock, ceremonial staging area, military bands and spectators into a wonderland of pageantry and World Exposition excitement.

Transportation / Parking



The arrival/departure graph illustrates how 1984 World's Fair traffic will not conflict with New Orleans "rush hour."
The Fair has a proposed opening at 10:00 a.m., well past the morning rush, with only 43% of the day's visitors arriving to the Fair site in the morning.
Between 4:00 and 6:00 p.m., or afternoon rush, only 9% of the Fair's patrons will be departing, as major Fair entertainment is scheduled at night.

Louisiana World Exposition, Inc. has completed negotiations with the Missouri-Pacific Railroad (MOPAC), for the acquisition of a large tract of land targeted for parking for the 1984 Louisiana World Exposition.

Under the terms of the negotiation, Louisiana World Exposition, Inc. (LWE) will lease the 47 acre property for use as the primary parking facility for the 1984 World's Fair.

The area leased or acquired from MOPAC is directly adjacent to the World's Fair site and is roughly bounded by Annunciation, Race and Erato Streets and the Mississippi River floodwall. In addition to accommodating approximately 5,400 automobiles, the property will serve as the Fair's principal terminal for charter buses and shuttle buses.

As a part of the agreement, MOPAC will be a corporate exhibitor at the World's Fair. Petr Spurney, President

and Chief Executive Officer of LWE said, "We are delighted to welcome the Missouri-Pacific Railroad to our growing list of corporate participants. We look forward to working with them on their plans for participation."

"The acquisition of the MOPAC property as the primary parking area and the company's participation in the Fair enable us to successfully meet two major goals."

LWE will remove the tracks in this area and install lighting and surface material to accommodate Fair visitors. Security guards will patrol the parking areas and shuttle tram cars will provide transportation from the MOPAC lot to the Fair's entrance gate.

LWE has also made plans to develop two additional peripheral parking areas with a capacity of 2,900. These lots are located in the Algiers section of the city and near Broad and Poydras Streets. The goal of the parking plan was to

develop new parking areas as existing parking facilities in the Central Business District and Vieux Carre operate at or near capacity on weekdays.

"Minimal disruption to the Central Business District, Vieux Carre and specifically to the businesses near the Exposition site."

In conjunction with securing the MOPAC lot, LWE outlined a comprehensive transportation plan.

Louisiana World Exposition, Inc. has spent more than \$400,000 on various transportation studies and plans which have determined how many people will be coming to the Fair and by what

means of transportation; at what time of day they will be arriving and departing the site; what access and exit routes will be utilized; and how many parking spaces will be needed and where they should be located.

From these studies, the city government has determined what municipal improvements will be required to accommodate Fair traffic. Louisiana World Exposition, Inc. has agreed to a special \$1 tax on all tickets which will pay for \$15,000,000 in necessary city improvements, including new streets and sidewalks in the French Quarter and Central Business District.

The goal of the studies was to direct the flow of traffic to and from the Fair site with minimal disruption to the Central Business District, Vieux Carre and specifically to the businesses near the Fair site.

Detailed capacity analyses taking into account the percent of truck and bus traffic, the approach width, and other parameters were also conducted for every critical intersection of the access

"In addition to accommodating approximately 5,400 automobiles, the (MOPAC) property will serve as the Exposition's principal terminal for charter and shuttle buses."

corridors to the Fair site as well as for the freeway off-ramps.

Designated access routes to the Fair site were developed from the three major directions: I-10 East, I-10 West and the Westbank Expressway. Two access routes were developed for each approach direction for added flexibility.

In order to lessen the impact of LWE peak morning volumes on existing traffic, a 10:00 a.m. opening has been proposed. In addition, the planned access routes to MOPAC do not utilize streets that already carry heavy morning peak loads.

Consultants have also developed a detailed entrance zone plan identifying how businesses in or near the Fair entrance gates will be able to continue business operations without interruption by Fair related traffic.

Finally, an evacuation plan for the Fair site and an emergency response plan have been developed in the event of any type of hazardous material incident on or near the Fair site.

Admission Ticket Pricing

Louisiana World Exposition, Inc. announced one-day admission ticket and two-consecutive-day visit prices for individuals as follows: Adult (12-54) \$15 and \$28; Child/Senior Citizen (ages 4-11/55 and over) \$14 and \$26; Infants (up to 3 years of age) admitted free of charge.

Each ticket entitles the visitor to unlimited ridership on the automatic and air-conditioned monorail which covers the entire Fair site, capable of transporting 3,500 per hour. Additionally, a ticket entitles a guest to visit all pavilions, exhibits and regularly scheduled entertainment at 12 performance areas.

Special group rates are available to schools, companies, churches, youth and civic organizations and other organized groups of 25 or more individuals. Rates on one and two-day

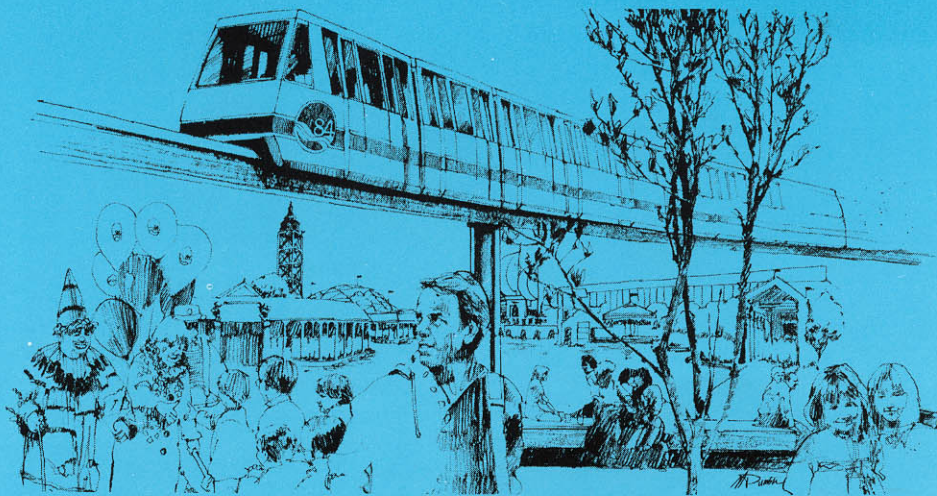
admission tickets vary, depending on group size and the program selected.

During the first three weeks of the 1984 World's Fair, special discounted prices have been established for school groups of 25 or more, grades K-12.

Season passes will go on sale

beginning in November and will offer guests the opportunity to visit the Fair on an unlimited basis.

Fred Lounsberry, LWE, Inc. Director of Ticket Sales, commented that the variety of ticket programs will appeal to all consumer groups and individuals.



One Year To



Exactly at noon on May 12, officials of the 1984 Louisiana World Exposition activated the official countdown clock which during the months ahead will mark the days, hours, minutes and seconds remaining until the gates swing wide on opening day.

The clock's start-up was accompanied by a massive fireworks display, the culmination of a morning of celebration and show focusing national and worldwide attention on the "Year-To-Go" before the start of the event.

The morning actually began at 4:00 a.m. as Willard Scott, colorful weatherman of NBC's "Today Show," prepared for five live segments to be broadcast nationally from Spanish Plaza. The "Today Show" spots featured LWE President and Chief Executive Officer Petr Spurney, Fiddler Doug Kershaw, Chef Paul Prudhomme of K-Paul Restaurant fame, and jazz notable Al Hirt, accompanying the Southern University Band.

As the dominant feature on the highly rated morning show, millions across the country received a sneak preview of what awaits them in Louisiana at the 1984 Louisiana World Exposition.

At 10:00 a.m., New Orleans radio and television personality Wayne Mack, kicked off activities with music by the brassy Southern University Marching Band under the direction of Dr. Isaac Greggs. The band appropriately played the Barnum & Bailey march as Jay Cochrane ascended for his high wire attempt. Later, Dr. Greggs, his trumpet in hand, joined in a medley of "Closer Walk With Thee," "Basin Street Blues," and "Wolverine Blues."



Go...



As a prelude to the important role of scholarship and state-wide involvement at the 1984 World's Fair, Peggy Head of Covington High School, Covington, Eric Ray Robison of Hammond Eastside Elementary School, Hammond and Susan Stevensen of Ruston High School, Ruston, were announced as the winners of the Louisiana World Exposition's statewide Student Art/Essay Contest by J. Kelly Nix, State Superintendent.

The contest had been open to public and private school students in grades 1 through 12, and was sponsored by the Louisiana Department of Education in cooperation with the Louisiana Hotel/Motel Association, the Louisiana Restaurant Association and the Louisiana World Exposition Authority.

The eight local musicians comprising the Louisiana World Exposition's Musical Ambassadors were introduced. The six men and two women chosen in a series of auditions, combined local musical styles and showmanship in their performance.

The Musical Ambassadors are Gary Brown on reed; trombonist Rick Elmore; Banu Gibson on banjo and guitar; vocalist Jeanne Ann Howell; Leroy Jones on Trumpet; Bunchy Johnson on drums; Phil Parnell on keyboard; Walter Payton on tuba. Musical Director for the group is

Wardell Quezzerque, who has arranged and/or produced albums for more than 40 artists.

The Ambassadors enlivened the crowd with "Way Down Yonder" and premiered "Mardi Gras City" as the official theme song for the 1984 World's Fair. Written by Burt Wilson of Baton Rouge, the song was chosen in a contest with more than 400 entries received from around the United States and abroad.

Once the Fair opens, the Ambassadors will regularly perform a repertoire of New Orleans and other regional favorites for Exposition visitors. Until then, they will promote the Exposition by performing both nationally and internationally, conveying the excitement scheduled in New Orleans from May 12 through November 11, 1984.

As the crowd anticipated the noon-

time excitement, Governor Treen spoke of the 1984 Louisiana Exposition as an entire state putting together programs and special events to make visitors welcome and fully able to appreciate the unique blend of cultures which has made Louisiana a novelty among states. The Governor remarked, "We will give

(continued on next page)

Page 4

Upper photograph: Old friends Willard Scott and Petr Spurney discuss the excitement which lies in store for the City of New Orleans in 1984; lower photograph: The Today Show's Willard Scott is enticed by a sumptuous sampling courtesy of Kay and Paul of K-Paul's, a famous New Orleans restaurant.

Page 5

Upper photograph: A Southern University Band member performs during a "Today Show" segment on Spanish Plaza; lower photograph: Dr. Isaac Greggs conducts the Southern University Band, one of the country's most popular collegiate marching bands.



Upper left: Louisiana World Exposition's statewide Student Art/Essay contest winner is congratulated by LWE Art Director, Robert Whitney; lower left: Today Show personality Willard Scott, sporting his Crawfish hat, and Ragin' Cajun Doug Kershaw, playing his fiddle, are backed by 1984 Louisiana World Exposition's Musical Ambassadors; upper right: The State of Louisiana's Hot Air Balloon makes a live appearance for the "Today Show"; lower right: Members of the U.S. Coast Guard proudly present the flags of the 50 United States.



"Governor Treen spoke of the 1984 Louisiana World Exposition as an entire state putting together programs and special events to make visitors welcome..."

"Smashing success in all its pomp and circumstance."

them the greatest welcome they have ever felt, because we want them to come back."

And as the Governor finished his comments and Rabbi Murray Blackman of New Orleans' Temple Sinai read the invocation, all remained on their feet for the stirring rendition of "The Star Spangled Banner," performed by the 4th Division Marine Wing Band. As "bombs were bursting in mid-air," shells were exploding and 150 American flags attached to parachutes drifted downward. Second later near the Anthem's conclusion, the F-4C Phantom Jets staged a precision military flyover Spanish Plaza by the pilots of the 122 Tactical Fighter Squadron.

Then, the 42-foot long, 9-foot high digital time-keeper synchronized by the Universal Coordinated Time Clock at the U.S. Bureau of Standards, Boulder, Colorado, was activated and the potpourri of sight and sound began. The 10,000 multi-colored helium balloons rode the prevailing winds northwest. Around town, the church bells tolled, the 225 sq. ft. 1984 World's Fair banner floated skyward as the daylight fireworks whizzed, hummed and whistled.

Although Jay Cochrane's wirewalk attempt was cut short by twisting cables, he broke the record for "longest high-wire walk on an un-guyed wire," 1,000 feet.

And there had been the precise coordination of the noontime pageantry such as flags bursting from their shells at the proper refrain and the moving military flyover at the Anthem's most patriotic moments. The 1984 Louisiana World Exposition's "Year-to-Go" had been a smashing success in all its pomp and circumstance.



Upper right: Governor David C. Treen (left background, arm raised), and LWE Commissioner General John G. Weinmann, Jr. (far left) celebrate the unveiling of the official 1984 LWE countdown clock; lower left: New Orleans Jazz great, Pete Fountain, whose on-site concession will be the jazz club—"Pete Fountain's Reunion Hall"—is greeted by the Pelican, the official mascot of the 1984 Exposition; lower right: World renowned performer Andy Williams at the dinner celebrating One-Year-To-Go at the Marriott Hotel in New Orleans, May 12, 1983.

Williams, Scott and Hirt

*Let's go down to the river, everybody's gonna
The World's in New Orleans and they came to
the show...*



Clockwise from upper left: Singer Andy Williams...notables on the stage...the musical Ambassadors...the Exposition logo goes ballooning...the Southern band hits a high note...Louisiana really is a Dream State...Chef Paul and Willard Scott...Scott and Al Hirt...and a bundle of ladies.

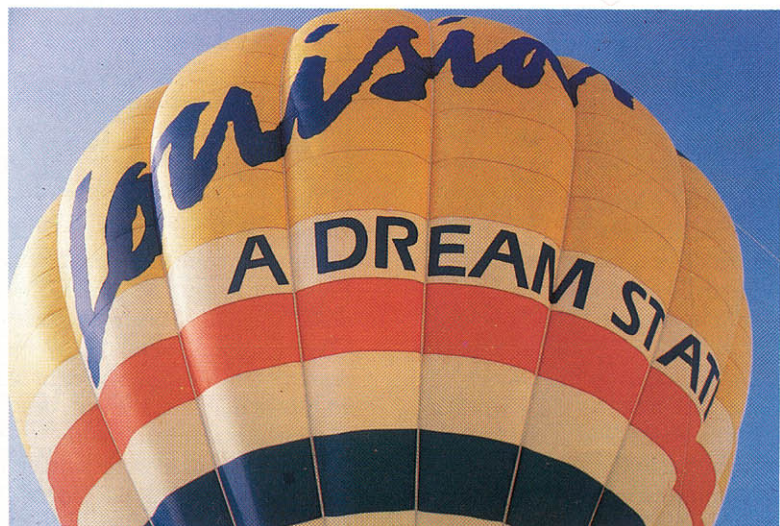


nt Highlight Year-To-Go

...a go,
...to see



*Year-To-Go
featured on
television's
"Today Show"*



"the pace quickens..."

6-MONTHS OF PROGRESS

English

The first quarter of 1983 arrived with fanfare as Japan officially announced participation at the 1984 Louisiana World Exposition in New Orleans. The Japanese pavilion will occupy 20,000-square feet of leased space in the new two-level International Pavilion overlooking the Mississippi River. Australia followed suit by signing a "letter of intent." These major exhibitors, along with the United States and the Vatican pavilion, account for more than one-third of the Exposition's international space.

LWE's international marketing program, inaugurated by presidential proclamation one year ago, received a major boost with the appointment of Ambassador Harry Melone as Deputy Commissioner General. Together Ambassador Melone and Petr Spurney have traveled to 15 countries on behalf of the 1984 World's Exposition, in supplementing the Exposition marketing efforts. Those nations are:

Hong Kong	France	Colombia
Korea	Italy	Tunisia
China	Venezuela	Egypt
Philippines	Argentina	Hungary
Turkey	Peru	Canada

Also, President Reagan's appointment of John G. Weinmann of New Orleans as the Commissioner General was recently confirmed by the U.S. Senate. Mr. Weinmann will represent the U.S. Government in all matters relating to international participants.

Another major example of federal support occurred in January when Secretary of State George Schultz hosted a Washington, D.C. reception for Chiefs of Diplomatic Missions to the United States in recognition of the 1984 World's Exposition. The event held at the State Department indicated our government's significant commitment to foster international participation at the 1984 World's Exposition.

And LWE has continued to enjoy the

French

Le premier trimestre de 1983 est arrivé en fanfare avec l'annonce officielle de la participation du Japon à l'Exposition Internationale de la Louisiane à la Nouvelle Orléans. Le pavillon du Japon occupera 1800 mètres carrés de superficie, sous bail, dans le Pavillon International à deux niveaux, qui domine le fleuve Mississippi. L'Australie a suivi en signant une "lettre d'intention." Ces exposants majeurs, plus les Etats-Unis et le Pavillon du Vatican recouvriront plus d'un tiers de la superficie totale disponible dans la section internationale de l'Exposition.

Le projet "Marketing International" de l'Exposition Internationale de la Louisiane, inauguré, il y a un an, par proclamation présidentielle, a été renforcé par la nomination de l'Ambassadeur Harry Melone au poste de Commissaire Général Adjoint. L'Ambassadeur Melone et Monsieur Petr Spurney ont ensemble rendu visite à 15 pays en tant que représentants de l'Exposition Internationale 1984, ajoutant ainsi aux efforts de prospection de l'Exposition Internationale. Ces nations sont:

Hong Kong	la Turquie
la Corée	la France
la Chine	l'Italie
les Philippines	le Vénézuëla
l'Argentine	l'Egypte
le Pérou	la Hongrie
la Colombie	le Canada
la Tunisie	

De plus, le Sénat des Etats-Unis a récemment confirmé la nomination par le Président Reagan de John G. Weinmann de la Nouvelle Orléans au poste de Commissaire Général. M. Weinmann représentera le Gouvernement des U.S.A. en toutes matières relevant des participants internationaux.

On relève, au mois de janvier, un autre exemple majeur d'appui fédéral, lorsque le Secrétaire d'Etat George Schultz a offert à Washington une réception en l'honneur des Chefs de Missions

Spanish

El primer trimestre de 1983 fué recibido con mucha algazara con el anuncio oficial de la participación del Japón en la Exposición Mundial de Luisiana de 1984 en Nueva Orleáns. El pabellón japonés alquiló un espacio de 20,000 pies cuadrados (1,800 m²) en el Pabellón Internacional de dos pisos que da al río Misisipi. Este acto fué seguido por Australia con la firma de una "declaración de intención." Estos expositores de primera plana conjuntamente con los Estados Unidos y el pabellón del Vaticano ocupan más de una tercera parte del espacio internacional de la Exposición.

El programa de desarrollo comercial de la Exposición Mundial de Luisiana que fué inaugurado mediante proclamación presidencial hace un año recibió un realce de gran importancia con el nombramiento del embajador Harry Melone como Sub-Comisionado General. El embajador Melone y Petr Spurney han viajado a 15 países en pro de la Feria Mundial de 1984 complementando los esfuerzos de desarrollo comercial de la Feria. Tales países son:

Hong Kong	Turquía
Korea	Francia
China	Italia
Filipinas	Venezuela
Argentina	Egipto
Perú	Hungría
Colombia	Canadá
Tunisia	

Asímismo el nombramiento de John G. Weinmann de Nueva Orleáns como Comisionado General por el Presidente Reagan fué confirmado últimamente por el Senado de los Estados Unidos. El Sr. Weinmann representará al Gobierno de los Estados Unidos en todos los asuntos que atañen a los participantes internacionales.

Otro ejemplo de apoyo gubernamental de gran importancia ocurrió en enero cuando el Secretario de Estado George

full support and assistance of our elected officials on the state and local levels. The City Council of New Orleans, after intensive review of all Exposition plans, granted LWE a Conditional Use Permit to host the World's Exposition. 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.



The Exposition's representatives meet with government officials in the Philippines.

Eighty-four percent of our state pavilion space has been committed to 11 states. This totals more than 163,000-square feet with several states interested in the remaining space.

Corporate sponsorship was highlighted by the AEEE Exhibit representing the electric industry. The 15,000-square foot pavilion will feature a multi-media theatre with live entertainment and an award-winning presentation entitled "Electricity."

And Conergy Marketing, Inc. announced plans to host a 6,000-square foot exhibit, the Energy Saving House, on the south plaza of the Exposition site. The two level house will be designed to answer homeowners' questions about making their own home energy efficient.

W.A.T.E.R. and Church of Christ also leased pavilion space. "Women in the Mainstream," a local non-profit organization, announced plans for The Women's Pavilion as did "I've Known Rivers, Inc.," who will establish an Afro-American Pavilion at the 1984 World's Exposition.

All other phases of marketing have been very active. Thirteen contracts have been completed with official suppliers. They are: Official Limousine—London Livery, Ltd.; Official Office Furniture—Kimball; Official Piano—Kimball; Official Audio Visual Programming Equipment—AVL (Audio Visual Lab); Official Cookbook—One of two—Rapides Symphony Guild of Alexandria,

Diplomatiques auprès des Etats-Unis, dans le but de faire connaître son appui à l'Exposition Internationale 1984. Cet événement qui a eu lieu au Département d'Etat a clairement indiqué un engagement significatif de la part de notre gouvernement de promouvoir la participation internationale à l'Exposition de 1984.

Les représentants officiels des gouvernements de l'état et de la municipalité ont continuellement appuyé et aidé l'EIL cent pour cent. Le Conseil Municipal de la Nouvelle Orléans, après une étude approfondie de tous les plans de l'Exposition a otorgué à l'EIL un permis d'usage temporaire du site pour la durée de l'Exposition. De plus, le Conseil Municipal a donné à l'Exposition toutes facilités pour obtenir les permis exigés par la construction des pavillons internationaux, d'états et de corporations.

84% de la superficie disponible dans notre pavillon d'état a déjà été réservé par 11 états. Cela représente plus de 14670 mètres carrés, auxquels on peut ajouter plusieurs autres états qui ont manifesté leur intérêt en la superficie restante.

Parmi les corporations participantes, nous citons avec grand intérêt la AEEE dont l'exposition représentera l'industrie électrique. Ce pavillon d'une superficie disponible de 1350 mètres carrés comptera un théâtre multi-media qui offrira des spectacles vivants et une présentation, qui a gagné un prix d'excellence, intitulée "l'Electricité."

La Conergy Marketing, Inc. a annoncé son intention d'occuper une surface de 540 mètres carrés où sera érigée sur la place sud la "maison à usage réduit d'énergie." Cette maison à deux étages sera conçue de façon à répondre aux exigences et questions de propriétaires qui ont grand intérêt à économiser par tous les moyens l'énergie dans leurs maisons.

W.A.T.E.R. et Church of Christ ont aussi signé un bail pour se réserver la place nécessaire dans un des pavillons. "Women in the Mainstream," une organization locale à but non-lucratif a dévoilé ses plans pour le Pavillon de la Femme, et "I've known Rivers, Inc." établira un Pavillon Afro-Américain à l'Exposition Internationale 1984.

Toutes autres phases de marketing ont été très actives. Treize contrats de fournisseurs officiels ont été obtenus. Ce sont: Service officiel de limousine—London Livery, Ltd.; mobilier bureau

Schultz sirvió de anfitrión en una recepción en Washington, D.C. para los Jefes de Misiones Diplomáticas a los Estados Unidos en apoyo de la Feria Mundial de 1984. El acontecimiento que tuvo lugar en el Departamento de Estado significó el cometido de nuestro gobierno en promover la participación internacional en la Exposición de 1984.

Además, la Exposición Mundial de Luisiana ha seguido disfrutando del apoyo total y de la colaboración de nuestros dirigentes gubernamentales electos en los niveles estatales y locales. El Concejo de Nueva Orleans, luego de un estudio profundo de los planes de la Exposición, otorgó a la Exposición Mundial de Luisiana una Licencia de Uso Condicional para que sirviera de anfitrión en la Feria Mundial. Además, el Concejo ha proporcionado a la Feria la oportunidad de obtener los permisos de construcción necesarios para los pabellones industriales, estatales e internacionales.

Un 84% del espacio para pabellones estatales ha sido contratado por 11 estados. Esto representa 163,000 pies cuadrados (14,670 m²). Hay varios estados interesados en el espacio que queda.

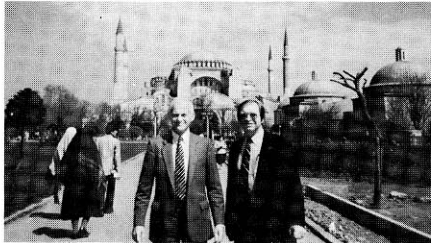
La participación de industrias fue realizada al concretarse la Exposición de la AEEE en representación de la industria eléctrica. Este pabellón que abarcará 15,000 pies cuadrados (1,350 m²) contendrá un teatro donde tendrá lugar la presentación que ganó un premio intitulada "Electricidad."

Luego la Conergy Marketing, Inc. anunció planes para erigir una casa de dos pisos en la plaza sur de la Feria donde habrá una exposición bajo el nombre de La Casa que Economiza Energía (The Energy Saving House). Esta exhibición ocupará 6,000 pies cuadrados (540 m²). El diseño de la casa tendrá como objetivo contestar preguntas de los dueños de casa acerca de lo que deben hacer para que sus casas sean eficientes en el aspecto de energía (electricidad y gas).

La organización W.A.T.E.R. y la Iglesia de Cristo también han alquilado espacio. Las Mujeres en la Corriente Principal (Women in the Mainstream), una organización no lucrativa, anunció planes para su Pabellón de Mujeres (Women's Pavilion). La "Corporación Yo he Conocido Ríos" (I've Known Rivers, Inc.) también erigirá su Pabellón Afro-Americano (Afro-American Pavilion) en la Feria

(continued on page 12)

LA; Official Carpets—Brighton Carpets; Official Worldwide Shortwave Radio Station—WRNO; Official Balloon Supplier—Loony b'loons; Official Steamboat—Delta Queen; Official Motor Coach Carrier—Trailways; Official Airline—Delta; Official Soft Drink—Coca Cola. Seven more suppliers are in the final stages of negotiation. Twelve contracts have been finalized with licensees, including: Tee's Unlimited; Action Marketing, Corporate Sales, Textile Prints of Florida (T-Shirts), Rapides Symphony Guild (cookbook); DKR Communications, Exposition



LWE Deputy Commissioner General, Ambassador Harry R. Melone and Exposition President Petr L. Spurney on their international sales trip to the Istanbul, Turkey.

Publishers (posters); Professional Jewelry (novelties, jewelry), Pat O'Brien's Bar (drink and glass); Crescent Decal (scarves); and Loony b'loons. Eight more are in the final stages of negotiation. Fifteen contracts with concessionaires have been completed with 50 others in active negotiations. Pete Fountain's Reunion Hall will feature 17,000-square feet restaurant space with 3,000-square feet of dance floor and live entertainment. Other concessionaires are: Creole Country, Inc.—Specialty Sausage; Dr. Bananas, Ltd.—Fruit on a Stick; Exposition Cookies—Cookies; Gumbo Shop—Louisiana Specialties; Loony b'loons World's Fair, Inc.—Balloons; Marimor, Inc.—Frozen Drinks; Natchitoches Meat Pies—Meat Pies; People's Express—Restaurant; Pichon Catering Service, Inc.—Kosher Delicatessen; Sebastian's—Philippine Food and Merchandise; 3 Lil Pigs—Po Boys; Top-of-the-Mart—Frozen Drinks; Royal Tandoor, Inc.—Indian Cuisine; Gourmeat Pit—Barbecue; Crawfish House—Crawfish Specialties, and Blaine Kern's Mardi Gras World Merchandise Shop.

In the past six months, Louisiana World Exposition focused on developing the infrastructure necessary to accom-

officiel—Kimball; piano officiel—Kimball; équipement de programmation audio-visuelle—AVL (Audio Visual Lab); livre officiel de recettes—un de deux—Rapides Symphony Guild of Alexandria, La.; tapis officiels—Brighton Carpets; station de radio à ondes courtes pour le monde entier—WRNO; fournisseur officiel de ballons—Loony b'loons; bateau à vapeur officiel—Delta Queen; transports routiers officiels—Trailways; compagnie aérienne officielle—Delta; rafraichissements officiels—Coca Cola. Sept fournisseurs de plus sont en pleines négociations. Douze contrats ont été conclus avec: Tee's Unlimited; Action Marketing, Corporate Sales, Textile Prints of Florida (chemisier), Rapides Symphony Guild (livre de recettes); DKR Communications, Exposition Publishers (affiche); Professional Jewelry (colifichet, bijouterie); Pat O'Brien's Bar (la boisson et le verre); Crescent Decal (foulards); and Loony b'loons. Les négociations avec plus de huit autres sont au point d'aboutir. Quinze contrats avec concessionnaires ont été obtenus et 50 autres sont en pleines négociations. Pete Fountain's Reunion Hall comptera un restaurant de 1530 mètres carrés avec une piste de bal de 270 mètres carrés et des spectacles vivants. D'autres concessionnaires sont: Creole Country, Inc.—spécialité de saucisse; Dr. Bananas, Ltd.—fruit-sur-stick; Fair Cookies—gâteaux secs; Gumbo Shop—spécialités louisianaises; Loony b'loons World's Fair, Inc.—ballons; Marimor, Inc.—boissons congelées; Natchitoches Meat Pies—chaussons à la viande; People's Express—restaurant; Pichon Catering Service, Inc.—spécialités Kosher; Sebastian's—marchandise et cuisine philippine; 3 Lil Pigs—sandwiches po-boys; Top-of-the-Mart—boissons congelées; Royal Tandoor, Inc.—cuisine de l'Inde; Gourmeat Pit—barbeque; Crawfish House—spécialités d'écrevisses, et Blaine Kern's Mardi Gras World Merchandise Shop.

Pendant les six derniers mois, l'Exposition de la Louisiane a concentré ses efforts sur le développement de l'infrastructure nécessaire pour recevoir plus de 11 millions de visiteurs à l'Exposition Internationale 1984.

Au premier mai 1983, l'Exposition Internationale de la Louisiane employait en tout 138 personnes, 29% desquelles appartiennent à des minorités ethniques ou autres—46% sont des femmes et 88%

Mundial de 1984.

Ha habido también mucha actividad en todos los otros aspectos de desarrollo comercial. Se han firmado trece contratos con abastecedores exclusivos, a saber: Limosinas—London Livery, Ltd.; Enseres de oficina y pianos—Kimball; Equipo para programación audio visual—AVL (Audio Visual Lab); Libro de cocina—Uno de dos (One of two)—Rapides Symphony Guild of Alexandria, La.; Alfombras—Brighton Carpets; Estación radiodifusora mundial de onda corta—WRNO; Globos—Loony b'loons; Vapor de ruedas de palas—Delta Queen; Transportista de pasajeros—Trailways; Aerolínea—Delta; Bebida gaseosa—Coca Cola. Otros siete abastecedores están por completar sus negociaciones. Doce contratos han sido firmados con concesionarios, incluyendo: Tee's Unlimited; Action Marketing; Corporate Sales, Textile Prints of Florida (camisas), Rapides Symphony Guild (Libro de recetas de cocina); DKR Communications, Exposition Publishers (cartel); Professional Jewelry (novedad, baratijas); Pat O'Brien's Bar (bebidas y copas); Crescent Decal (pañuelos); and Loony b'loons. Ocho más están por finalizar sus negociaciones. Se han firmado quince contrados con concesionarios y otros 50 están en negociación activa. El Vestíbulo de Reunion de Pete Fountain (Pete Fountain's Reunion Hall) contendrá un restaurante de 17,000 pies cuadrados (1,560 m²) con una pista de baile y de actuaciones de 3,000 pies cuadrados (270 m²). Otros concecionarios son: Creole Country, Inc.—Salchichas; Dr. Bananas, Ltd.—Fruta en palito; Fair Cookies—Galletas; Gumbo Shop—Platos de Luisiana; Loony b'loons World's Fair, Inc.—Globos; Marimor, Inc.—Bebidas heladas; Natchitoches Meat Pies—Empanadas de carne; People's Express—Restaurante; Pichon Catering Service, Inc.—Alimentos Kosher; Sebastian's—Comidas y artículos de las Filipinas; 3 Lil Pigs—Sandwiches Po Boys; Top-of-the-Mart—Bebidas heladas; Royal Tandoor, Inc.—Platos de la India; Gourmet Pit—Barbacoa; Crawfish House—Astacos; y Blaine Kern's Mardi Gras World Merchandise Shop (Tienda de artículos de Carnaval de Blain Kern).

En los últimos seis meses, la Exposición Mundial de Luisiana dirigió su atención al desarrollo de la infraestructura necesaria para acomodar más de 11 millones de visitantes a la Feria
(continued on page 16)

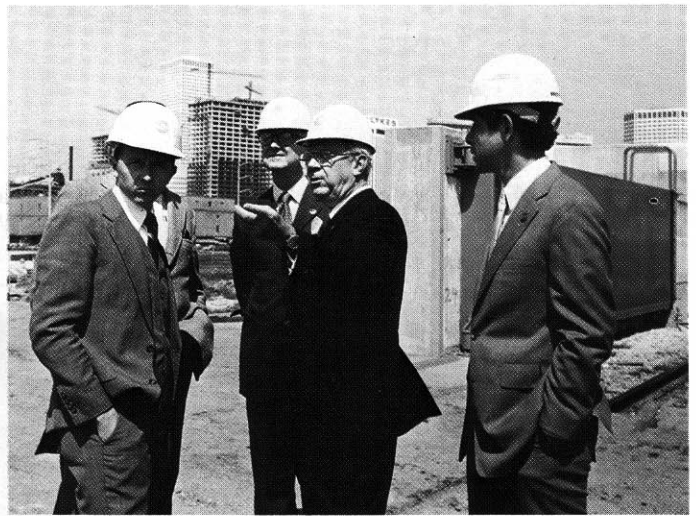
Senator Long Promotes Exposition

Louisiana Senator Russell B. Long, one of the most influential men in the United States Congress, has pledged an all-out personal campaign to achieve maximum foreign and domestic participation in the 1984 World Exposition in New Orleans.

The Senator's remarks were made during a special press conference held at the conclusion of a morning-long briefing by Exposition officials and a tour of parts of the construction site.

Long commented, "I'm confident that the Exposition will be a success, but I think we can make it an even greater one."

The senator has been an enthusiastic sponsor of the event since its inception, and has actively and successfully sought the necessary government support.

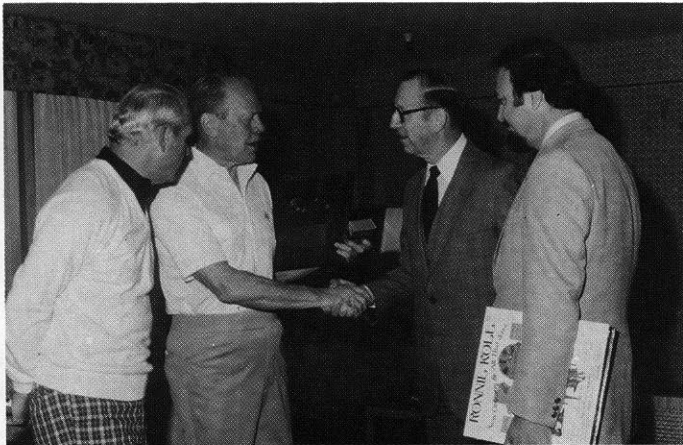


From left to right are Jim Brandt, Director of Planning, Commissioner General John G. Weinmann, Senator Long, Jeffrey P. Stack, VP of Marketing, LWE.

According to Exposition Vice President Jeffrey P. Stack, "Senator Long has been a steadfast ally in Washington. His blossoming involvement is indicative of the U. S. Government's intensifying interest in the 1984 World's Exposition as an effective means to promote cultural ties among nations."

The senator toured the 82-acre fair site following a morning of meetings with top fair officials.

President Ford Named Honorary Ambassador



Floyd W. Lewis, Chairman of the Board, LWE presents former President of the United States Gerald R. Ford with a 1984 LWE plaque. Just minutes earlier, the 38th President had been named as an Honorary Ambassador to the Exposition. From left to right are Governor David C. Treen, President Ford, Floyd Lewis, Chairman of the Board, LWE, Ronnie Kole, Chairman of the Louisiana Tourist Commission.

Former United States President Gerald R. Ford has accepted an appointment as Honorary Ambassador for the 1984 World Exposition.

The announcement was made following a meeting in New Orleans with Louisiana Governor David C. Treen, Exposition Board Chairman Floyd W. Lewis, and other officials.

In his statement, Lewis said, "We are pleased that President Ford has honored us in this way. It's wonderful to welcome him to New Orleans, and we greatly appreciate his enthusiasm for our significant event"

The Governor and Chairman Lewis were accompanied by Jeffrey P. Stack, Exposition Vice President of Marketing, and Ronnie Kole, Chairman of the Louisiana Tourist Commission, who arranged the meeting.

Later at a reception in his honor, former President Ford was presented a plaque by Floyd Lewis commemorating his appointment, and Governor Treen presented him with a World's Fair commemorative medallion.

OUR STAFF

Upper photograph: Entertainment consultant Tommy Walker; lower photograph: Manager of International Marketing, Carmen Duncan.



Tommy Walker of Tommy Walker Productions, Inc., Los Angeles, will serve as entertainment consultant to the 1984 Louisiana World Exposition, Inc.

A well-known producer of entertainment spectacles, Walker brings the 1984 World's Fair a wealth of experience gained from a seemingly endless list of productions.

In 1954, he was hired by Walt Disney to stage the opening of Disneyland. Within three weeks, Walker was responsible for developing the entire entertainment concept for Disneyland as Director of Entertainment and Customer relations.

While working for Walt Disney Productions, Walker staged and directed the Winter Olympics at Squaw Valley 1960; the opening of Seaworld in Mission Bay in San Diego; and the premiere of Mary Poppins, generally regarded as one of the finest premieres of our times. He also produced and directed the opening of the Disney exhibit, "It's a Small World," at the New York World's Fair in 1964.

Walker also produced 110 Mickey Mouse Club segments which were syndicated across the country in 1963 & 1964.

In 1966, he formed his present company, Tommy Walker Productions which was immediately engaged to stage the first Super Bowl Pregame and half-time ceremonies. Walker is credited

with revolutionizing professional football half-time entertainment while having served as Director of Entertainment for the New Orleans Saints and the Los Angeles Rams.

Other celebrated events which he has produced over the years include the pageantry and ceremonies for the relocation of London Bridge at Lake Havasu, Arizona (1971), Opening of the Seattle Kingdome in 1976 with a cast of over 7000, Opening, Closing and Victory Ceremonies for the 1980 Olympics at Lake Placid, and the 4th of July Fireworks Spectacular and Pageant in Neyland Stadium, Knoxville for the 1982 World's Fair.

In addition, Walker served as a consultant for the Inaugural Parade in Washington for Presidents Nixon (1973) and Reagan (1981) and as Management and Entertainment Consultant to the Spokane World's Fair in 1974.

At LWE, Walker will be responsible for the production of all Pre-Fair publicity extravaganzas such as the "Year-to-Go" celebration on May 12 and the Superstar gala planned for next May 11, 1984 at the Superdome, on the evening prior to the official opening of the 1984 World's Fair. He will be joined in his LWE position by longtime business associate Lucille Zloeck, who is a veteran of many of the above-mentioned events.



Carmen L. Duncan has joined Louisiana World Exposition Inc. as Manager of International Marketing.

Duncan, a graduate of Georgetown University's School of Foreign Service with a background in International Economics, has traveled extensively overseas and is fluent in Spanish and proficient in French.

She joins the 1984 World's Fair organization after holding the position of Marketing Services Coordinator with New Orleans East, Inc., a real estate development company in New Orleans, where she was responsible for advertising, public relations, special events and market research studies.

She is married to Johnson "Kelly" Duncan, a maritime attorney with Jones Walker, et al, a New Orleans law firm.

Harry C. Howell, III (Hamp) has been named Director of Marketing for Louisiana World Exposition, Inc.

For the past eight years, Howell has been with the Marriott Corporation, most recently in the position of Director of Marketing for the company's Santa Clara, California Theme Park. There he was responsible for sales, promotion, publicity, advertising and planning activities. Prior to that, Howell served as Director of Marketing Development for the Theme Park Division, where he was responsible for international tour and travel programs, marketing analysis and corporate sponsorship sales for Marriott's Theme Parks.

Howell joined Marriott in 1975 as Public Affairs Manager for the company's

Chicago "Great America" Theme Park, where he was responsible for all aspects of publicity and public and community relations and activities.

Before joining Marriott, Howell had worked as a Marketing Representative in the Leisure Division of ABC.

In his position at Louisiana World Exposition, Howell will be responsible for directing the effort to secure international, domestic and corporate participation for the 1984 World's Fair.

In announcing the appointment, Jeffrey P. Stack, director of marketing commented, "Mr. Howell's marketing knowledge and experience will be a key ingredient in securing both domestic and international participation in the 1984 World's Fair, and we are delighted to welcome him to the management team."

Hamp Howell is a Phi Beta Kappa graduate of the University of North Carolina at Chapel Hill with a B.A. in History. He is married to the former Patricia Kozloff and the couple have a daughter, Amanda.

Fair, Vice President of Site Development and Operations for the 1974 World's Fair in Spokane, Washington and Operations Consultant to the 1982 World's Fair in Knoxville, Tennessee. He is a Certified Manager and Vice President of the National Association of Exposition Managers headquartered in Aurora, Ohio.

His responsibilities at the 1984 World's Fair will include the management of on-site security, gate operations, solid waste and janitorial management, warehousing and support services, the International Trade Center, site safety, sanitation and concessions, as well as the communications system. His staff will total over 1,500 when the Fair begins.

The Creighton family resides in Spokane, Washington where his wife, Sharon, operates Creighton and Associates, Inc., a Spokane firm specializing in the production of consumer trade shows in the Pacific Northwest. They have two children, Scott and Lisa.



Paul W. Creighton has been named Vice President of Operations for Louisiana World Exposition, Inc.

Creighton, over a span of 21 years, has been connected with three previous World's Fairs as Community Relations Coordinator for the 1962 Seattle World's



Upper photograph: Harry C. "Hamp" Howell, Director of Marketing; Paul Creighton, LWE Vice President of Operations is joined by his assistant Gail Varuso.

6-MONTHS OF PROGRESS

modate more than 11 million visitors to the 1984 World's Exposition.

As of May 1, 1983, Louisiana World Exposition totalled 138 employees—29% of which are minorities, 46% are women and 88% are from Louisiana.

Candidates for senior level positions in marketing, entertainment and operations were added during this time as well.

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 Paul Creighton, V.P. of Operations, worked at the Spokane and Knoxville World's Expositions.

The LWE legal highlight to date occurred this past winter when successful legal action was taken against misuse and misrepresentation of the logos, symbols and tradenames and other marks associated with the 1984 World's Exposition. Federal Judge Peter Beer ruled in favor of our organization's efforts to protect a major source of revenue: sales of official World's Exposition merchandise. The legal action precludes any further infringement upon our organization's souvenir program.

In the effort to maximize financial functions, LWE contracted for the development of a sophisticated, integrated information system which will facilitate management of entertainment scheduling, site operations, ticketing, personnel and budgeting as well as traditional financial functions.

By July, 1982 LWE had obtained sufficient guarantees 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 Exposition's financial base.

sont de la Louisiane.

Des cadres ont été engagés pendant cette période pour occuper des postes dans les services marketing, divertissements, et administration.

Jeffrey P. Stack, V.P. de Marketing, était avant V.P. régional de la Marriott Corporation—Theme Park Division; Charles Corson, V.P. à charge des spectacles, était avant V.P. de Productions à Radio City Hall; et Paul Creighton, a travaillé pour les expositions internationales de Spokane et de Knoxville.

L'hiver dernier, la EIL a gagné un procès contre les abus et la fausse représentation des insignes, symboles et appellations commerciales et autres marques qui relèvent de l'Exposition Internationale 1984. Le juge fédéral Peter Beer a décidé en faveur des efforts de notre organisation pour protéger une source de revenu importante: la vente de marchandises officielles de l'Exposition Internationale. Cette action légale empêchera toute autre atteinte au programme-souvenir de notre organisation.

Dans le but de maximiser les fonctions financières, EIL a obtenu les services d'un système d'information intégrée, sophistiquée, qui facilitera l'établissement d'horaires de spectacles, la gestion de toutes les opérations, de la vente des billets, du personnel, du budget, et aussi bien des fonctions financières traditionnelles.

En juillet 1982, EIL avait obtenu assez de garanties pour le prélèvement initial sous son agrément de crédit. A l'heure actuelle, assez d'engagements ont été pris pour assurer l'obtention des 40 millions disponibles sous l'agrément de crédit.

Grâce à sa banque principale, la Hibernia National Bank, une seconde ligne de crédit d'un montant total de 15 millions de dollars a été établie par arrangement avec des banques locales principalement, donnant ainsi à l'Exposition sa base financière.

Mundial de 1984.

Hasta el 1° de mayo de 1983 la Exposición Mundial de Luisiana contó con 138 empleados, de los cuales un 29% corresponde al sector minoritario—46% son mujeres y 88% de Luisiana.

Durante ese período también se llenaron cargos ejecutivos en desarrollo comercial, atracciones y operaciones.

Jeffrey P. Slack, Vice Presidente para el Desarrollo Comercial trabajó antes como Vice Presidente Divisional de la Corporación Hotelera Marriott—División de Diseño de Parques; Charles Corson, Vice Presidente de Atracciones, tuvo el cargo de Vice Presidente de Producciones de Radio City Music Hall; y Paul Creighton trabajó en las Ferias Mundiales de Spokane y Knoxville.

En el aspecto legal, la acción de mayor importancia ocurrió el invierno pasado cuando se instituyó un proceso exitoso contra el uso de emblemas, símbolos y marcas relacionados con la Exposición de 1984. El Juez federal Peter Beer falló en favor de los esfuerzos de nuestra organización en proteger una fuente de ingresos de mucha importancia: la venta de ciertos artículos designados como oficiales de la Exposición. El fallo impide cualquier violación adicional contra el programa de venta de recuerdos de nuestra organización.

A fin de facilitar al máximo las funciones financieras, se firmó un contrato para el desarrollo de un avanzado e integrado sistema de información que facilitará la administración y horario de las atracciones, actividades en el lugar, venta de boletos y presupuesto, así como las funciones financieras tradicionales.

Hasta Julio de 1982 la Exposición Mundial de Luisiana obtuvo suficientes garantías para empezar a girar contra su Convenio Crediticio. Hasta el momento se dispone de suficientes participaciones para asegurar el reembolso de los 40 millones disponibles en base al citado Convenio Crediticio.

Bajo la dirección de su banco principal, Hibernia National Bank, la Feria obtuvo una línea de crédito secundaria de quince millones de dólares principalmente en bancos locales, completando así la base financiera de la Feria.

BACK COVER: The 15,000 square-foot Vatican Pavilion depicted here in full-color conveys the awesome presence of the LWE exhibit which will feature 31 priceless art treasures on loan from the Vatican Collections in Rome.



Louisiana World Exposition merchandise souvenirs are available at retail outlets in Louisiana and elsewhere. If you are unable to locate these gift items at a local store, don't hesitate to contact Louisiana World Exposition's Protocol Department directly for souvenir purchases.

RETAIL PRICE LIST FOR PROMOTIONAL GIFT ITEMS

Big Blue Pins	\$ 3.00
Small Blue Pins	2.50
Gold Pins	2.50
Gold Pendants	3.00
Silver Pendants	3.00
Desk Flags	3.50
Logo Tote Bags	5.50
Logo Ties	12.00
Scarves	12.00

NOTE: Please add \$1.50 for postage and handling for 10 items ordered.

To order, send your name and address as well as a check to cover your order to
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