



## CENTER FOR THE STUDY OF THE VIETNAM CONFLICT

Box 4529/Lubbock, Texas 79409-1013 • (806) 742-3742, 742-3744

**EXECUTIVE SUMMARY:** The Center for the Study of the Vietnam Conflict respectfully requests that the Anheuser-Busch Charitable Trust serve as a major sponsor of an international research conference on the Vietnam Conflict. The April 1993 conference entitled **VIETNAM: PARIS + 20** will both commemorate the 20th anniversary of the Paris Peace Accords and inaugurate Texas Tech University's unique Center for the Study of the Vietnam Conflict. Civilian and military leaders of the period and Vietnam scholars from across the country will gather in Lubbock, Texas to examine that very complex period of our history. Historians from the Socialist Republic of Vietnam are also invited to participate. Anheuser-Busch Charitable Trust support of the conference in the amount of \$14,910 (38.4% of the budgeted non-selfliquidating expenses of the conference) will augment funds raised locally, enabling the Center for the Study of the Vietnam Conflict to meet a wide range of conference-related expenses, including printing, postage, publicity.

VIETNAM CENTER ADVISORY BOARD  
Admiral Elmo R. Zumwalt, Jr., USN (RET)  
Chairman

VIETNAM ARCHIVE  
Texas Tech Library  
Lubbock, Texas 79409-0002 (806) 742-3758  
Fax: (806) 742-1920



# ANHEUSER-BUSCH COMPANIES

## Grant Application

### 1. General Data:

Name of Organization Center for the Study of the Vietnam Conflict, Texas Tech University  
Address Lubbock, Texas 79409-1013  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Telephone ( 806 ) 742-3742  
Geographic Area Served by Organization National & International  
Member Agency of the United Way: Yes \_\_\_\_\_ No x  
Amount Being Requested \$14,910  
Total Project Budget \$38,810

### 2. Give a *brief* general description of your organization's purpose and major activities:

The Center for the Study of the Vietnam Conflict at Texas Tech University has two major missions:

a. To encourage academic research and public examination of the Vietnam Conflict; and

b. To guide and assist, through fund-raising and other methods, enlargement and improvement of the Vietnam Archive at Texas Tech University.

The principal activity currently being organized by the Center is the forthcoming conference, VIETNAM: PARIS + 20, whose principal function is the encouragement of academic research and discourse on topics relating to the Vietnam Conflict.

The Center also schedules smaller-scale presentations, actively encourages donations of materials, documents, etc., and money for the enlargement of the Vietnam Archive.

3. State the purpose for your request, i.e., general operating support, special project, capital campaign, etc.

This request is to support a special project: an international conference of scholars on the Vietnam War. At present, we have firm commitments from scholars from Australia, Canada, and the United States, and anticipate participation by the Socialist Republic of Vietnam, although the latter is by no means certain at this point.

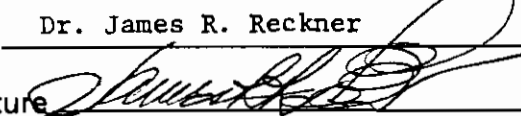
4. List date and amount of each previous grant from Anheuser-Busch.

|         |           |                                       |
|---------|-----------|---------------------------------------|
| \$5,000 | 1-26-88   | Endowed Scholarship                   |
| \$ 500  | 9-13-90   | Mexican American Student Organization |
| \$ 350  | 1988-1992 | Matching Gifts                        |

5. Please enclose the following items:

- a) Most recent audited financial statement;
- b) current operating budget;
- c) annual report (or other materials summarizing programs);
- d) list of current board of directors and their affiliations;
- e) IRS letter of tax-exempt certification; and
- f) list of current contributors.

Prepared by:

Name Dr. James R. Reckner Title Director  
Signature  Date 12-1-92

Return completed application to: Contributions Administrator  
Anheuser-Busch Companies, Inc.  
One Busch Place  
St. Louis, MO 63118



## CENTER FOR THE STUDY OF THE VIETNAM CONFLICT

Box 4529 / Lubbock, Texas 79409-1013 / (806) 742-3742, 742-3744

December 1, 1992

Ms. Cynthia M. Garrone  
Anheuser-Busch Charitable Trust  
c/o Anheuser-Busch Companies, Inc.  
One Busch Place  
St. Louis, MO 63118

Dear Ms. Garrone:

Vietnam...no American is untouched by this complex and turbulent era that is such a recent part of our history. The Vietnam experience has had a profound impact on contemporary American society. Only recently, however, have the emotions evoked by Vietnam tempered to the extent that there is now a desire to dispassionately examine that complicated period with the purpose of understanding and learning from it.

Texas Tech University recognized this need several years ago when it established the Vietnam Archive in the Special Collections branch of the University Library. The purpose of the Vietnam Archive is to collect, house and preserve information related to the American experience in Vietnam. Published material collected by the Archive is comprised of a broad range of items pertaining to all aspects of the Vietnam war including civilian, military, economic and social topics as well as domestic opposition subjects. The literature, music and poetry of the period are also collected. Unpublished collections include diaries, letters, photographs, maps, sound recordings, film and video, oral histories, scrap books and albums.

Both published and archival materials are available for research use by the general public and scholars. The Archive's materials are listed on the On-Line Computer Library Center (OCLC) and are therefore made available nationally and internationally to the more than 11,000 libraries on the OCLC network. All materials purchased or donated are professionally catalogued and preserved and become a permanent part of the historical record.

VIETNAM CENTER ADVISORY BOARD  
Admiral Elmo R. Zumwalt, Jr., USN (RET)  
Chairman

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The Board of Regents of Texas Tech University created the Center for the Study of the Vietnam Conflict as a unit of the College of Arts and Sciences. The purpose of the Center is to encourage research on Vietnam-related topics through the support and use of the Vietnam Archive. The Center seeks funding for Archive acquisitions and general program support.

The Advisory Board of the Center is dedicated to creating the nation's most comprehensive collection of Vietnam-related materials. It is our objective to make this unique collection at Texas Tech University a national focal point for research into the Vietnam era. Development of such a center, able to provide materials to support research throughout the country, will greatly aid research and encourage new scholarship in this important field. With a relatively modest budget these objectives can be accomplished.

But collections alone are not enough. Research into Vietnam-related topics must be stimulated and encouraged. The Vietnam Archive has grown and become known to military historians across the country. It is timely for the Center to host a major conference designed to stimulate research and also focus international attention upon this developing institution.

Therefore, the Center has issued a Call for Papers for a conference entitled VIETNAM: PARIS + 20 to be held in April of 1993. The conference will mark the 20th anniversary of the Paris Peace Accords. The event will provide a valuable public forum for recent Vietnam scholarship and also for formal public inauguration of the Center for the Study of the Vietnam Conflict.

Response to the call for papers has been heartening, with approximately two dozen papers proposed, many from the most senior scholars in the field. But most encouraging is the fact that a significant number have been proposed by graduate students beginning their academic careers by conducting significant research on Vietnam.

The keynote speaker for the conference will be Admiral Elmo R. Zumwalt, Jr., USN, the Commander of U.S. Naval Forces in Vietnam and the former Chief of Naval Operations. Admiral Zumwalt also serves as chairman of the Vietnam Center Advisory Board. Former Director of the Central Intelligence Agency William Colby, former Assistant Secretary of State William P. Bundy, former South Vietnamese Ambassador Bui Diem and other military and civilian leaders of the period have expressed interest in attending the conference.

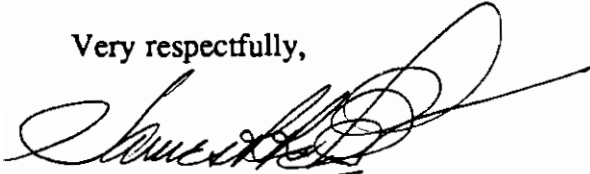
Representatives from the Socialist Republic of Vietnam will be invited to participate. Preliminary contacts with the State Department indicate that scholars from Hanoi will be permitted to travel to Lubbock for the conference. Paper proposals have also been received and accepted from scholars in Canada and Australia.

Many of the expenses associated with the conference will be self-liquidating. Registration fees and dinner ticket sales will be the source of significant offsetting revenue. Other funds or donations in kind have been received from Delta Airlines, Texas Instruments, various veterans' organizations and local businesses. However, the attached expense analysis makes apparent the need to seek a major sponsor to support publication of the papers of the conference.

The Vietnam Center Advisory board hereby requests that the Anheuser-Busch Charitable Trust serve as a major sponsor of the conference by agreeing to partially underwrite, to the amount of \$14,910, the expenses anticipated in hosting the VIETNAM: PARIS + 20 Conference, as indicated in the attached budget.

Ms. Garrone, after you have reviewed this information, I would be pleased to answer any questions you might have concerning this unique event and the role Anheuser-Busch Charitable Trust might play in it.

Very respectfully,

A handwritten signature in black ink, appearing to read 'James R. Reckner', written in a cursive style with a long horizontal flourish extending to the right.

James R. Reckner, Ph.D.  
Director, Advisory Board

cc: Admiral Elmo R. Zumwalt, Jr.

## CENTER ADVISORY BOARD

Admiral Elmo R. Zumwalt, Jr., USN, Retired, Chair  
Former Chief of Naval Operations, U.S. Navy

Mr. John Lowey, President  
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Mr. Marshall Harrison, Author

Mr. David Holland, Counsellor, Lubbock Vet Center

Mr. Phil Price, President, Phil Price Advertizing

Mr. Bill Tynan, Public Relations Officer, USAF

### Ex-Officio Members

Dr. E. Dale Cluff, Director of Libraries, Texas Tech University

Dr. David J. Murrah, Director of Special Collections,  
Texas Tech University

Dr. James R. Reckner, Director

Dr. Donald Walker, Secretary/Treasurer

Mr. Bill Wehner, Vice President for Institutional Advancement,  
Texas Tech University

Dr. Jane Winer, Dean, College of Arts & Sciences,  
Texas Tech University

# **VIETNAM: PARIS + 20**

## **Conference Paper Proposals as of 1 November 1992**

### Keynote Speech

Admiral Elmo R. Zumwalt, USN (Retired)  
Former Commander, Naval Forces Vietnam and  
Chief of Naval Operations

### Papers

"The CIA and the 'Secret' War in Laos"

Professor William M. Leary  
University of Georgia, Athens, GA

"The Literature of Vietnam"

CAPT Richard D. Koethe III  
HQ 3rd Howitzer BN, 115th Field Artillery  
Memphis, TN (Part of doctoral dissertation)

"Action Against the Enemy: NLF-American Relations, 1960-1965"

Robert K. Brigham (Doctoral Candidate)  
University of Kentucky

"The Battle of An Loc, April 1972, and the American Contribution"

Lt. Col. James H. Willbanks, U.S. Army (Retired)  
Department of Joint and Combined Operations  
US Army Command and General Staff College  
Ft. Leavenworth, Kansas

"The Cinematic Imagery in A Rumor of War"

Assoc. Professor Tony Williams  
Cinema Studies  
Southern Illinois University at Carbondale

Untitled Paper Dealing with War Resistance by wives of two  
men serving in Vietnam

Asst. Professor Jean Paquette  
Lander College, Greenwood, SC

"Winning with World War II Strategy: Gerald Ford's Proposal  
for Victory in Vietnam."

Univ. Distinguished Prof. Edward L. Schapsmeier  
Illinois State University, Normal, Illinois

Untitled Paper on experiences of General Tran Van Tra  
Professor Ernest C. Bolt, Jr.  
University of Richmond, Richmond, VA

"South Vietnam as a Laboratory for U.S. Army Aviation Developments,  
1961-1965."  
D.C. Sossomon Professor of History John L. Bell  
Western Carolina University

Untitled Paper Reassessing the Gulf of Tonkin Incident  
Professor Robert Love, U.S. Naval Academy

"The Crucible of War: The U.S. Navy in the Vietnam Experience."  
Dr. Edward J. Marolda,  
Chief of Contemporary History  
Navy Historical Center, Washington, DC

"PIRAZ and Sea Dragon: The U.S. Navy's Surface Forces in the War  
Against North Vietnam."  
Dr. Malcolm Muir, Jr.  
Chair, History Dept., Austin Peay State University,  
Clarksville, Tennessee

Untitled Paper on the River War in Vietnam  
R. Blake Dunnavent  
Graduate Student, Texas Tech University

Untitled Paper Examining British Counterinsurgency Methods in  
Malaya and the Possibility of Their Successful Transfer  
to Vietnam  
Geoffrey D. Shaw  
Doctoral Candidate  
University of Manitoba, Canada

Untitled Paper Examining Development of Australian Vietnam  
Memorial  
Professor Jeff Doyle  
Australian Defence Force Academy  
Canberra, ACT, Australia

Untitled Paper on American Foreign Policy Toward Vietnam during  
World War II  
Mr. Michael Thompson  
Graduate student, The Citadel

**"'We Can't Afford to Lose': The American Approach to French Indochina  
in the Immediate Post-World War II Years."**

Alan L. Moore  
Columbus State Community College

### **Entire Panel Proposed**

Panel Chair: Dr. Richard W. Iobst, Chief, Office of History,  
Warner Robins Air Logistics Center, Robins AFB, Georgia

Presentation One: "Two Arch Enemies: Edward Lansdale and Vo  
Nguyen Giap, 1954-1956." Dr. Cecil B. Currey, Dept.  
of History, Univ. of South Florida.

Presentation Two: "Early U.S. Approaches to the Hmong."  
Dr. Jane Hamilton-Merritt, University of Southern  
Connecticut.

Presentation Three: "Situations of a Lesser Magnitude: The  
U.S. Air Force's Approach to Vietnam." Dr. Earl Tilford,  
Jr., Air Command and Staff College.

Comments by: Dr. William Head, Historian, Office of Air  
History, Warner Robins Air Force Base, Georgia.

### **Paper Proposals, Topics Unknown**

Michael Neiberg (412) 268-5736  
History Department, Carnegie Mellon University,  
Pittsburgh, PA

Victoria McClure  
English Department, South Plains College  
Levelland, TX

+ 2 other graduate papers from Texas Tech University

# VIETNAM: PARIS + 20

## CONFERENCE EXPENSES

| EXPENSE CATEGORY  | TOTAL EXPENSE AMOUNT | FUNDED BY OTHERS | AMOUNT TO BE FUNDED |
|---|----------------------|------------------|---------------------|
| <b>I. Expenses not covered by fees:</b>   | <b>\$8,000</b>       |                  |                     |
| <b>A. Printing</b><br>-call for papers<br>-conference invitations<br>-conference programs<br>-dinner invitations<br>-dinner programs<br>-Vietnam Center brochures |                      |                  |                     |
| Phil Price Advertising  |                      | \$2,000          | \$6,000             |
| <b>B. Postage</b>   | <b>\$1,500</b>       |                  |                     |
| Friends of the Library  |                      | \$500            | \$1,000             |
| <b>C. Air Fare</b><br>Adm./M. Zumwalt and<br>5 moderators   | <b>\$5,900</b>       |                  |                     |
| Delta Airlines  |                      | \$3,700          | \$2,200             |
| <b>D. Lodging</b><br>Adm./M. Zumwalt and<br>5 moderators  | <b>\$1,600</b>       |                  | <b>\$1,600</b>      |
| <b>E. Meals</b><br>Adm./M. Zumwalt and<br>5 moderators  | <b>\$1,200</b>       |                  |                     |
| Avalanche-Journal<br>Editorial Board Breakfast  |                      | \$200            | \$1,000             |

| EXPENSE CATEGORY  | TOTAL EXPENSE AMOUNT | FUNDED BY OTHERS | AMOUNT TO BE FUNDED |
|---|----------------------|------------------|---------------------|
| F. Honoraria<br>-5 moderators<br>-14 presenters<br>-14 comped fees        | \$4,110              |                  | \$4,110             |
| G. Publish Proceedings (1000 copies)<br>-editing<br>-printing<br>-mailing | \$15,000             |                  |                     |
| Texas Instruments Gift  |                      | \$2,500          | \$12,500            |
| H. Miscellaneous Expense  | \$1,500              |                  | \$1,500             |
| <b>Total Expenses</b>   | <b>\$38,810</b>      | <b>\$8,900</b>   | <b>\$29,910</b>     |

II. Expenses covered by fees:

Conference Registration Fee: \$90.00

|                      |       |
|----------------------|-------|
| -opening reception   | 15.00 |
| -three coffee breaks | 10.50 |
| -two lunches         | 20.00 |
| -inaugural dinner    | 35.00 |
| -bus transportation  | 5.00  |
| -other               | 4.50  |

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\$90.00

III. Revenues in excess of costs: Both the sale of conference proceedings and the local sale of inaugural dinner tickets to the public may generate revenues in excess of associated costs. Any such revenues in excess of costs will be applied to the purchase of permanent collections for the Vietnam Archive.

List of Donors

|   |         |
|---|---------|
| Delta Airlines . . . . .                    | \$3,750 |
| Texas Instruments . . . . .                 | \$2,500 |
| Dr. John A. Buesseler . . . . .             | \$2,000 |
| Phil Price Advertizing . . . . .            | \$2,000 |
| Vietnam Veterans of America . . . . .       | \$1,250 |
| Veterans of Foreign Wars . . . . .          | \$500   |
| Texas Tech Friends of the Library . . . . . | \$500   |

Office of Development

Box 41081  
Lubbock, TX 79409-1081  
(806) 742-1778  
FAX (806) 742-1793

December 1, 1992

Ms. Cynthia M. Garrone  
Anheuser-Busch Charitable Trust  
c/o Anheuser-Busch Companies, Inc.  
One Busch Place  
St. Louis, MO 63118

Dear Ms. Garrone:

In behalf of Texas Tech University, I am pleased to support this grant request to the Anheuser-Busch Charitable Trust for \$14,910 in support of Texas Tech's Center for the Study of the Vietnam Conflict. The purpose of this grant is to provide funds for and to serve as a major sponsor of an international research conference on the Vietnam Conflict.

This April, 1993 conference entitled VIETNAM: PARIS + 20 will mark the 20th anniversary of the Paris Peace Accords. Leaders of the era, both civilian and military will gather in Lubbock, Texas to commemorate this very important period in our history. The conference will also provide a formal public inauguration for Texas Tech's Center for the Study of the Vietnam Conflict. The enclosed proposal outlines the details of the Center and the conference.

We feel that this event is an important step in the understanding and accepting of this turbulent time in American history. Thank you for your consideration of this request. Please feel free to contact me if I can answer any questions or provide any additional information.

Sincerely,



Denise G. Jackson  
Director of Corporate and Foundation Relations

DGJ:mh