

22 March 1956

MEMORANDUM

TO : Dr. James B. Hendry ED 2-4493

FROM : S. K. Sheinbaum

SUBJECT: Relevant details for TVA field trip, March 23 to April 1.

1. En route to Maumee you might ask Mr. Thomelson (spelling?) to give the group a quick look at the University of Michigan campus in Ann Arbor, if you take that route.
2. At Maumee, Ohio you go to the Anderson Elevator Company and ask for Mr. Tom Anderson. You're expected there after lunch, shortly after 1:00 p.m. At Maumee to get to the place you want to go turn right on Alternate 20. It should be the first light signal in Maumee when you make the turn. Phone number: 36551.
3. You're expected in Lexington at 1:30 p.m. Saturday afternoon. Joe Duncan, your contact there, knows your coming by bus; he recognizes you might be late. After you check into the hotel call him. He generally works in his office to 12:30 or 1:00 p.m. Saturday afternoon. Try there first: LD 52, ext. 2351. Then try him at home: 23024. Home address: 227 Wycamore.
4. Your contact at TVA is Mr. William Shafer of the Information Staff. I've asked him to leave word for you at the hotel indicating where to be on Monday morning. Wherever it is he wants you there at 9:00 a.m. Should there not be word for you find out on Sunday evening just where TVA headquarters are.
5. Your contact at ASC. is Mr. Edwin S. Stokely, Assistant to the Manager of the Oak Ridge Operation. He wants you to call him from Shafer's office at TVA on Monday to confirm arrangements there. Tell him at that time that you have an extra person along (the girl from Iran).
6. For Friday afternoon, 30 March, TVA had suggested visiting 'rural electrical cooperative, making a trip to the Great Smoky Mountains, visiting an industrial plant, or preparing to return home.' In order to get to Ashland, Ky. at a reasonable hour I asked TVA to forgo this Friday afternoon schedule. However, you may want to take them up on some of these suggestions and make the visits Friday morning. It would depend, of course, on how you evaluate the mood of the group by then. They may be tired of discussing TVA by that time.
7. In fact, consider the entire schedule as flexible. Just remember however that should you change anything to the extent that you cannot keep hotel reservations don't forget to inform the hotel and to make new ones elsewhere. (Do such by telephone and keep a record of the cost.)

My contact in N.Y.: (KATONAH, N.Y.)  
c/o ROSEN  
ORCHARD HILL RD  
KATONAH, N.Y.  
TEL: 40303  
ED 2-8288

8. The hardest drive will probably be the one from Knoxville to Ashland Friday afternoon. I suggest you prepare the group for it simply by telling them it will be hard. It's a matter of slightly more than 300 miles, part of it mountainous. Leaving Knoxville at 1:00 p.m. you'd be lucky to make it by 10:00 p.m. Might even be as late as midnight.
9. At Columbus I'd appreciate you're getting them settled in the hotel before you head for the airport. If you have the time, of course. I've got you scheduled to leave Ashland in plenty of time with which to make it to Columbus.
10. Don't hesitate to call here in case of emergency. I'll try to keep Lynn informed of my whereabouts. Try to reach me before attempting Weidner or Traywick.  
Call collect:  
    Sheinbaum: Home phone: ED 28288  
                Office: Ed 2 1511, ext 2463 or 2222  
  
    Traywick: Home: ED 2 5982  
                Office: Ext. 2463  
  
    Ed Weidner: Home: ED 7 9258  
                Office: Ext. 2459
11. Don't hesitate to use the extra cash where you think it wise. Whenever (even cabs) possible get a receipt, and of course keep a record.
12. Some of the group may want to leave the group after we're through at TVA on Friday. This is OK. Except you're going to have to call the various hotels in advance to notify them that you'll be requiring less space. I'd suggest that you have this information from the participants by Wednesday. Some may want to get away from the group before Friday; I would be very opposed to their doing so.
13. Before you reach Dayton try to get them paired off as they'll stay together in their hotel rooms. This'll save confusion at the hotel. Also try to get them up early enough to pay their bills in the mornings so you can get on the road on schedule.
14. Figure out what your waking time should be each morning and ask the hotel to buzz everyone.
15. Keep a record of the names of the officials with whom you're going to come into contact. On these deals I'm going to have to write letters of thanks. Use your judgement as to which ones qualify for this privilege.
16. Publicity is the real measure of success in a venture such as this. (I'm joking, of course.) Nevertheless, please ask Duncan, Shafer, Stokely, and any reporters with whom you come into contact to please send us a set of relevant pictures and articles.
17. En route you may be interviewed by reporters. Leave word at all the hotels that should they ask for Sheinbaum they should be referred to you.