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19 March 1981

Dear Bill:

Thank you for your telegram of 6 February 1981. I regret the delay in answering you. However, your telegram was inadvertently misplaced and has only recently found its way to my office.

Because of the many requests which the President receives for appearances, he is regrettably not able to accept all that come his way. As much as he would have liked to appear before the delegates to the 30th Anniversary Conference of Pacific Area Travel Association, ~~time just wasn't on his side.~~ I hope that the Conference was a huge success anyway.

With best wishes,

Sincerely,

EDWIN MEESE III
Counsellor to the President

X
Mr. Bill Lane
Chairman PATA
Lane Publishing Company
80 Willow Road
Menlo Park, California 94025

✓ cc to Meese

EM:es:ms--

Dear Bill:

Thank you for your telegram of 6 February 1981. I regret the delay in answering you. However, your telegram was inadvertently misplaced and has only recently found its way to my office.

Unfortunately, because of the myriad/press/ of obligations/ many requests which the President receives for appearances, he is regrettably not able to accept all that come his way. As much as he would have liked to appear before the delegates to the 30th Anniversary Conference of Pacific Area Travel Association, time just wasn't on his side. I hope that the Conference was a huge success anyway.

Without a doubt, I know that your conference was a huge success/

With best wishes,

Sincerely,

EM

cc to Meese

EM:es

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PMS THE HONORABLE EDWIN MEESE III COUNSELLOR TO THE PRESIDENT RPT DLY
MGM, DLR

WHITE HOUSE

WASHINGTON DC 20500

RECEIVED EARLIER WORD OF PRESIDENTS VISIT TO WESTERN WHITE HOUSE
FEBRUARY 19 AND NOTICED PRESS ANNOUNCEMENT TODAY. URGE YOU TO DISCUSS
WITH PRESIDENT WHAT I CONSIDER TO BE UNUSUAL PRESTIGE AND
NON-CONTROVERSIAL OPPORTUNITY WITH LITTLE TIME INVOLVED TO GAIN
PERSONAL IDENTIFICATION WITH 2,000 TOP GOVERNMENT AND BUSINESS

LEADERS FROM NEARLY 40 COUNTRIES FROM THE PACIFIC BASIN WITH PERSONAL
APPEARANCE BEFORE 30TH ANNIVERSARY CONFERENCE OF PACIFIC AREA TRAVEL
ASSOCIATION. SUBJECT OF INTERNATIONAL TOURISM, WHICH IS "MOTHER, GOD,
AND COUNTRY" TO ALL NATIONS, A FORCE FOR TRADE AND WORLD PEACE, AND
FAST BECOMING THE BIGGEST FACTOR IN THE CONSUMER TRADE BOTH IN THIS
COUNTRY AND ALREADY PRESENT WITH MANY OF OUR FOREIGN ALLIES. WE COULD
ADJUST OUR THURSDAY, FEBRUARY 19 OR FRIDAY FEBRUARY 20 MORNING
BUSINESS SESSION AT BONAVENTURE HOTEL OR L A PALADIUM DINNER THURSDAY
NIGHT WHERE COUNT BASIE WILL BE PROVIDING ENTERTAINMENT, SO POPULAR
AT KENNEDY CENTER CALIFORNIA RECEPTION AFTER INAUGURATION.

WIVES ARE VERY MUCH A PART OF THIS 2,000 DELEGATION FROM AROUND THE
PACIFIC AND APPEARANCE OF PRESIDENT AND MRS REAGAN WOULD BE A
SIGNIFICANT AND POSITIVE NEWS EVENT, I AM SURE FOR SOME 125 PRESS

REPRESENTATIVES ATTENDING PATA CONFERENCE WITH NEARLY HALF FROM OVERSEAS AND BALANCE FROM THE U.S., CANADA AND MEXICO.

CAN PROMISE YOU ARRANGEMENTS WITH MAXIMUM SECRECY AND SECURITY CONSIDERATIONS IF DESIREABLE AND ALSO CONSIDERATION OF PRESIDENTIAL APPEARANCE DURING SAN FRANCISCO PORTION OF THE CONFERENCE MONDAY AND TUESDAY FEBRUARY 23 AND 24 WITH MORNING BUSINESS SESSIONS AT ST FRANCIS HOTEL AND BANK OF AMERICA LUNCHEON HOSTED BY TOM CLAUSEN, MONDAY NOON, CLOSING CEREMONIES AT SAN FRANCISCO WAR MEMORIAL OPERA HOUSE TUESDAY AFTERNOON FEATURING MAYOR FEINSTEIN, SECRETARY OF STATE, MARCH FONG EU, AND LOWELL THOMAS AS KEYNOTE SPEAKERS, SPEAKING ON "TOURISM AS A FORCE FOR PEACE". ALSO, CLOSING NIGHT BANQUET AT ST FRANCIS HOTEL HOSTED BY CHEVRON U.S.A. WITH MR JOHN GRAY, PRESIDENT, AND FEATURING GALA MUSICAL WITH TENNESSEE ERNIE FORD. I DEEPLY

APPRECIATE YOUR COOPERATION ON MY PERSONAL REPRESENTATION OF PRESIDENT REAGAN AT OPENING CEREMONIES AND I WILL READ HIS LETTER TO ALL DELEGATES WITH MOST PRESTIGIOUS SETTING. HOWEVER, HIS PERSONAL APPEARANCE, AND, HOPEFULLY WITH MRS REAGAN AT THIS FIRST MAJOR INTERNATIONAL CONFERENCE IN THE UNITED STATES FOLLOWING HIS INAUGURATION AND IN HIS HOME STATE COINCIDING WITH HIS VISIT, PROVIDES AN UNUSUAL DIPLOMATIC, POLITICAL AND INTERNATIONAL RELATIONSHIP OPPORTUNITY.

THERE ARE SEVERAL GOOD FRIENDS IN WASHINGTON, AS YOU KNOW, WITH SENATORS WARNER, INOUE, HATFIELD AND OTHERS INCLUDING CAP WEINBERGER AND BILL CASEY, WHO I HAVE CONSULTED IN MY ENDEAVOR WHILE REPRESENTING THE UNITED STATES GOVERNMENT AS CHAIRMAN OF PATA WHO I FEEL WOULD BE HAPPY TO SUPPORT MY PURSUING THIS MATTER WITH YOU. I

WOULD BE HAPPY TO COME BACK TO WASHINGTON FOR BRIEFING AND CERTAINLY TO MEET WITH PRESIDENT OR STAFF UPON HIS ARRIVAL IN LOS ANGELES PRIOR TO APPEARANCE BEFORE CONFERENCE DELEGATES.

AGAIN, ASSURE YOU OF COMPLETE CONFIDENTIALITY ON DETAILS OF SECRECY AND MAXIMUM SECURITY BASED ON EXCELLENT COOPERATION FROM LOS ANGELES AND SAN FRANCISCO POLICE DEPARTMENTS WITH OTHER DESIGNATED GOVERNMENT AND FOREIGN DIGNATARIES.

THANK YOU AGAIN, ED, FOR YOUR PERSONAL INTEREST IN THE PAST AND WHAT I HOPE WILL BE YOUR PRIORITY CONSIDERATION OF THIS SUGGESTION TO TAKE ADVANTAGE OF OVERLAP OF CONFERENCE IN CALIFORNIA WITH ANNOUNCEMENTS OF PRESIDENTS VISIT WITH A VERY ADVANTAGEOUS COST/BENEFITS RESULT TO ENHANCE PRESIDENT REAGAN AND ADMINISTRATION DOMESTICALLY AND

INTERNATIONALLY.

RESPECTFULLY,

BILL LANE
CHAIRMAN PATA
CHAIRMAN LANE PUBLISHING CO KH
80 WILLOW RD
MENLO PARK CA 94025

1910 EST

NNNN

27 May 1981

Dear Bill:

Thank you for your letter of 3 April 1981. I apologize for the delay in responding. The PATA materials were much appreciated, and I will retain the NBC White Paper in my file of articles about our first 100 Days.

Regarding the Bohemian Grove, my schedule is still extremely tight and does not appear to be letting up. However, if conditions change, I will be sure to let you know.

With my gratitude for your kind words about the President's recovery and my best wishes,

Sincerely,

EDWIN MEESE III
Counsellor to the President

Mr. L. W. ^xLane, Jr.
Chairman of the Board
^xLane Publishing Company
Willow & Middlefield Roads
Menlo Park, CA 94025

EM:ES:rs(III-B-1) ✓
cc to Meese with enclosures

PACIFIC AREA TRAVEL ASSOCIATION

Enclosures filed in
oversize Attachments #

1339 4/20/22 EOLB

EM desk
to ET - respnd.

Sunset Magazine

LANE MAGAZINE & BOOK COMPANY • MENLO PARK, CALIFORNIA

MEMO FROM BILL LANE

~~Dear Flo -~~

Would appreciate
if you or Ed M. could
see that Ed M. sees
this — with a
summary as you feel
fit. I really do want
to have him get at
least a gist of my
thoughts. Thanks so much.

Bill

APK - 1981

LANE PUBLISHING CO.

SUNSET MAGAZINE BOOKS FILMS

. W. LANE, JR.
Chairman of the Board
and
Publisher, Sunset Magazine

April 3, 1981

The Honorable Edwin Meese III
Counsellor to the President
The White House
Washington, D.C. 20510

Dear Ed:

Thanks for your recent letter.

I will be in Washington, D.C. Monday - Wednesday, April 7-9 to attend a meeting of the Secretary of Interior Watt's Advisory Board on National Parks, having been originally appointed by Secretary Rog Morton. Fortunately, it coincided with my prior decision to attend the Republican Senate-House Dinner on Tuesday evening, April 8. Sorry you and Cap, with wives, are not able to attend the small dinner party I am having to honor Secretary and Mrs. Watt at the F Street Club the following night. I gather the California Bankers have you all in tow, literally, on the Potomac River!

The Pacific Area Travel Association Conference was an outstanding success as per my mailgram. The Official "Letter of Welcome" from Ronald Reagan, which I read at the Opening Ceremonies, while the projection of his "First Official Photograph as President" was on the screen, made a great impression on the some 2,000 delegates from around the world -- along with Senator Inouye as our Keynote Speaker representing the U. S. Government, former President Aleman of Mexico representing the foreign government guests, and a welcome from Mayor Tom Bradley. Thanks again to you and Ed Thomas for expediting the very satisfactory solution to my fulfilling the responsibilities as Chairman of PATA in representing the U. S. Government at this international gathering with members from many very important allies and trading partners with the U.S.A.

I am sharing copies of this letter with Cap Weinberger and Senators Paul Laxalt and Dan Inouye who were early supporters of my cause to have a proper expression of welcome from the new Reagan Administration on behalf of the U. S. Government as hosts for the Conference. As I told you, PATA Conferences are traditionally opened by the Head of State. I think the attached copies of just a few sample letters will give you a flavor of the response.

I am very sorry that Secretary of Commerce Malcolm Baldrige could not personally represent the President at the Opening Ceremonies as you and Paul Laxalt had discussed. His inability to be in Los Angeles on the same day as the President's outstanding message to Congress that evening of

The Honorable Edwin Meese III
April 3, 1981
Page Two

February 23 was certainly understandable. Senator Inouye, incidentally, left shortly after his talk to be back in Washington for the President's address.

Also attached is the official program as well as a copy of the President's letter, which I had reproduced for each delegate. It was accompanied by a copy of Senator Inouye's talk (which was a very meaningful and patriotic non-partisan message), and a copy of Mr. Aleman's response to President Reagan's message and Senator Inouye's personal greetings. Dan, incidentally, is a former Chairman of PATA and a Life Member.

Secondly, and far more important than the above (as I telephoned your lovely Florence a few days ago), both Jean and I joined the millions of others in thanking God for the President's survival and speedy recovery. Although the tragedy is a heavy price to pay for such a benefit, I strongly feel (as an experienced communicator with a fairly good finger on the pulse of public opinion) that the President's handling and your administration response to the event did more to strengthen his appeal and gain admiration from thousands of people than any possible support for his program on national policies. It is a classic example, in my opinion, of how a strong personality and courageous and resilient character under stress will often outweigh special issues in winning admiration. It was certainly hard to not admire Will Rogers, regardless of how you felt about his opinions!

Regarding the President's policies and goals, I am enclosing a copy of an NBC White Paper on the "Reagan: The First 100 Days" program to be presented April 23 -- unless it is re-scheduled because of recent events.

It might interest you and Cap, particularly, to know that I have been asked by a group on the San Francisco Peninsula to moderate an evaluation of that program, as referred to in Item VII on the back page of the attached "NBC Viewers Guide." I have also checked several other items that I feel you and Cap might be interested in.

Finally, I will be following up on my invitation for you to be my guest at the Bohemian Grove this summer. I appreciate that you may already have been invited and, under the circumstances, that event is properly a pretty low priority at the moment.

Keep up the good work, Ed, and best to Ursula. SUNSET will be coming to your home address with the best wishes of Jean and myself.

Respectfully,

A handwritten signature in blue ink that reads "Bill". The signature is stylized with a large, looped "B" and a long horizontal stroke at the end.

LWLJr/kh

Sunset Magazine

LANE MAGAZINE & BOOK COMPANY • MENLO PARK, CALIFORNIA

MEMO FROM BILL LANE

Enclosures: PATA letters
PATA Program
President's Letters
NBC White Paper

cc: The Honorable Caspar Weinberger
The Honorable Malcolm Baldrige
The Honorable Paul Laxalt
The Honorable Daniel Inouye

B.



THE WHITE HOUSE
WASHINGTON

January 26, 1981

Dear Conference Delegates:

On behalf of the government of the United States, I am delighted to welcome you to our country for the celebration of the Thirtieth Anniversary of the Pacific Area Travel Association. I recognize with pride that this meeting of your organization represents a historic event with the Pacific community.

I know you will understand that my new Presidential responsibilities preclude me from joining you in your California celebration. I am pleased to be represented by Ambassador L.W. "Bill" Lane, Jr., your chairman, who will convey my personal greetings to Lic. Miguel Aleman of Mexico, the other representatives of PATA member countries from the Pacific, Mayor Thomas Bradley of Los Angeles, and distinguished delegates from governments and business around the world.

I am pleased that the Honorable Daniel K. Inouye, distinguished Senator and Chairman of your 25th anniversary conference, will also represent our nation at your conference.

The United States has much to offer our foreign visitors, and I urge you to see as much of this land as you can while you are here.

On behalf of my fellow citizens, and representing the host government for your Conference, I welcome you to the United States and wish you a very successful conference.

Sincerely,

Ronald Reagan

THE WHITE HOUSE

WASHINGTON

To PATA Conference Delegates
30th Anniversary Conference U.S.A.

1981
PATA
Conference
Program



PACIFIC

AREA

TRAVEL

ASSOCIATION

LOS ANGELES, FEB 18-20; SAN FRANCISCO, FEB. 23-24, 1981

PROGRAM



Dear Conference Delegates:

On behalf of the government of the United States, I am delighted to welcome you to our country for the celebration of the Thirtieth Anniversary of the Pacific Area Travel Association. I recognize with pride that this meeting of your organization represents a historic event within the Pacific community.

On behalf of my fellow citizens, and representing the host government for your Conference, I welcome you to the United States and wish you a very successful conference.

Sincerely,

Ronald Reagan

President of the United States



Welcome to the United States of America on behalf of the U.S. Host Committees, the PATA Chapters, and the many sponsors from business and government. All of us, and with fine cooperation from the PATA Board of Directors and Headquarters staff, have worked together under the banner of "free enterprise" and the international good will of our nation to make this 30th Anniversary Conference a helpful and happy gathering for the PATA family and honored guests from the Pacific Community and around the world.

I feel that we are meeting together at a turning point in the history of tourism. We must find solutions to blend the goals of promotion and growth while learning to better cope with the increasing costs of energy, the occasional conflict between conservation and development, and the uncertainty of international relations. The key objective of this USA Conference is to address these and other problems and opportunities with as much realism and optimism as possible.

My welcome and best wishes to all my fellow countrymen and foreign guests for a very successful Conference.

A handwritten signature in black ink that reads "Bill Lane". The signature is written in a cursive style with a horizontal line underneath the name.

Ambassador L. W. Lane, Jr.
Chairman, PATA 1980-81

**1981 PATA ANNUAL
CONFERENCE/WORKSHOP
Los Angeles**

SUNDAY, FEBRUARY 15

1400/1800 Registration at Bonaventure Hotel

MONDAY FEBRUARY 16

0900/1800 Registration

0900/1200 PATA Executive Committee

1400/1600 PATA Allied/Associate Council

1400/1600 PATA Active Government Members Meeting

1630/1800 PATA Nominating Committee

1630/1800 PATA Life Membership and Awards Committee

1830 Buses leave for PATA Board of Directors evening at the Los Angeles Music Center

1900 PATA Board of Directors Reception and Dinner. Host - Caesars World - Invitation only.

TUESDAY FEBRUARY 17

0830/1300 PATA Board Meeting

0900/2100 Registration

0900 PATA Tennis Tournament

PATA Golf Tournament

PATA Chapter Day

1300/1400 Chapter Luncheon with Board of Directors at Bonaventure Hotel

1400/1900 PATA Expo 81 Trade Show

1500/1700 PATA Authority Committee Meetings

1900 Welcome Reception - Hotel Bonaventure. Host - Los Angeles Convention & Visitors Bureau

WEDNESDAY, FEBRUARY 18

0730/1800 Registration

0745 Buses leave for Shrine Auditorium and Opening Day Ceremonies

0845 Everyone seated

0855 Doors close

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WEDNESDAY, FEBRUARY 18 (Cont.)

0900 Showtime USA Part I
 Master of Ceremonies:
 Mr. Lorne Greene
 Opening Remarks:
 Amb. L. W. Lane, Jr.
 Chairman of PATA
 Lane Publishing Co.
 Menlo Park, California
 Welcome Address:
 Mayor T. Bradley
 Mayor of Los Angeles
 Message:
 from the President of the United States
 Inaugural Address:
 Senator Daniel K. Inouye,
 United States Senate
 Response:
 Mr. Duncan K. Hamilton
 PATA President
 General Manager - Tour Operations
 Atlantic & Pacific Travel,
 Auckland, New Zealand
 Introduction of Keynote Speaker:
 PATA Chairman
 Keynote Address:
 Hon. Lic. Miguel Aleman
 President
 National Tourist Council,
 Mexico City
 1020 Coffee Break
 1050 Showtime USA Part II
 Report of President and Executive Vice
 President of PATA
 Presentation of Life Membership,
 Presidential Award and Awards of Merit
 Closing Remarks by the PATA Chairman
 1140 Showtime USA Part III
 Grand Finale - featuring The American
 Folk Ballet, Disneyland's Small World
 Childrens Choir, The University of
 Southern California Marching Band
 and premiering "Peoples of the Pacific"
 donated to PATA by Hertz Asia.
 1200 Adjournment
 1400/1830 PATA Expo 81 Trade Show

1500 PATA Development Authority Meeting
 1830 Reception - Bonaventure Hotel
 Host - Tourism Authority of Thailand
 2000 Chairman's Dinner - Bonaventure Hotel
 Host - McDonnell Douglas Corp. and
 U.S. Airlines

THURSDAY, FEBRUARY 19

0800/1200 Registration
 0830 PATA Grand Prizewinning Film
 0900 Session Chairman:
 Mr. Duncan K. Hamilton
 Atlantic & Pacific Travel
 Auckland, New Zealand
 0910 PATA Research Authority
 Presentation - U.S. Market Survey
 Mr. Alex Biel
 Managing Director
 Opinion Research Co.
 San Francisco, California
 Research Authority Plans 1981/82
 Mr. Alasdair S. McIntyre
 Managing Director
 Alasdair S. McIntyre & Associates, Ltd.
 Auckland, New Zealand
 Question Time
 0950 PATA Marketing Authority
 Marketing Authority Plans 1981/82
 Mr. Alwin Zecha
 Managing Director
 Pacific Leisure/Mytravel, Ltd.
 Hong Kong
 Question Time
 1035 Coffee Break
 Keynote Address:
 "The Pacific Basin - A New Horizon"
 Dr. Weldon B. Gibson
 Executive Vice President
 SRI, International
 Menlo Park, California
 1130 PATA Development Authority
 Development Authority Plans 1981/82
 Mr. George J. Wimberly
 President
 Wimberly, Whisenand, Allison, Tong &
 Goo (Architects)
 Honolulu, Hawaii
 Question Time

THURSDAY, FEBRUARY 19 (Cont.)

- 1155 PATA Nominating Committee
- 1205 PATA Conference Site Selection Committee
- 1230 Adjournment
- 1300 SKAL Luncheon
- 1345 Buses leave for Board of Directors Luncheon at the New Otani Hotel. Host - Los Angeles Visitors and Convention Bureau. Invitation Only
- 1800 Buses leave hotels for Allied Associate Evening (ticket only) at the Hollywood Palladium.
- 1830 South Pacific Reception including show hosted by the Tourism Marketing Council of Polynesia
- 2000 Allied/Associate Dinner. Entertainment sponsored by the Southern California Chapter of PATA

FRIDAY, FEBRUARY 20

- 0830 PATA Prizewinning Film
- 0900 Session Chairman:
Mr. John S. Rowe, General Manager
Victorian Government Travel Authority
Melbourne, Australia
- 0905 PATA Management Committee -
PATA Budget 1981/82
- 0920 Question Time
- 0940 "Overcoming the Energy and Inflation Challenge in the Pacific"
Mr. Richard J. Ferris
President
UAL, Inc.
Chicago, Illinois
- 1005 "Pacific Destination Development in a Changing World"
Mr. Gautam Khanna
Senior Vice President
Qberoi Hotels Pvt. Ltd.
Delhi, India
- 1030 Coffee Break
- 1100 "New Elements in Pacific Travel Marketing"
Mr. Lim Chin Beng
Managing Director
Singapore Airlines
Singapore

- 1130 Presentation of 1981/82 Officers, New Board Members and Authority Chairman
- 1150 Summary by Conference Chairman
- 1155 Audio/Visual Presentation on Western America by Air California
- 1210 Adjournment
- 12:15 Buses will leave from Bonaventure Hotel **only**, for Disneyland and Knotts Berry Farm Tours. Hosted by these two California attractions.
- 1830/1900 Return to hotels
- 1930 Reception Host - Korean National Tourism Corporation

Saturday, February 21 }
Sunday, February 22 } Tours and LAX/SFO transport

1981 PATA ANNUAL CONFERENCE/WORKSHOP

San Francisco

SUNDAY, FEBRUARY 22

1900 Welcome Reception in San Francisco.
Host San Francisco Convention & Visitors
& Visitors Bureau, Northern California
PATA Chapter, SKAL Club of San Francisco

MONDAY, FEBRUARY 23 - WORKSHOP 1

"Selling to Emerging Markets"

0900 Introductory remarks by the Moderator

0905 Italy and Spain
Mr. J. F. Ritchie
Passenger Sales Manager - UK,
Air New Zealand, London, England

Question Time

0945 Latin America
Mr. Moises Shuster
President
Mundus Tours
Mexico City, Mexico

Question Time

1025 Coffee Break

1050 Middle East
Mr. D. J. Maconachie
Tours Promotion Manager
Gulf Air Company
Bahrain

Question Time

1155 Summary by Moderator

1200 Adjourn

1230 Luncheon. Host BankAmerica Corporation
and BankAmerica Travelers Cheques

Speaker:
Mr. A. W. Clausen
President
Bank of America
San Francisco, California

MONDAY, FEBRUARY 23 - WORKSHOP 2

"Energy and Our Future"

0900 Introductory Remarks by the Moderator

0905 Address:
Mr. Donald A. Guinness
Senior Advisor, Energy Economics
Standard Oil of California
San Francisco, California

0935

Address:
Professor J. Clark
Cornell University
Ithaca, New York

Question Time

1020

Coffee Break

1045

Discussion Issue No. 1

Reports from Selected Tables

Question Time

Discussion Issue No. 2

Reports from Selected Tables

Question Time

Summary by Moderator

Adjourn

1230

Luncheon. Host BankAmerica Corporation
and BankAmerica Travelers Cheques

Speaker:

Mr. A. W. Clausen
President
Bank of America
San Francisco, California

MONDAY, FEBRUARY 23 - WORKSHOP 3

"Why the Pacific"

1430 Introductory Remarks by Moderator

1435 "The Appeal of the Pacific"

Address:
Mr. Peter H. Dailey
President
Dailey & Associates
Los Angeles, California

1500 Hong Kong
Mr. David B. Donaldson
Deputy Executive Director
Hong Kong Tourist Association
Hong Kong

1520 The South Pacific
Mrs. Charlotte Hyde
Vice President
Transportation Consultants International
Los Angeles, California

Question Time

1600 Round table discussions to develop
further the nature of "The Pacific
Opportunity" from a promotional
standpoint

MONDAY, FEBRUARY 23 (Cont.)

Table leaders report. Discussion findings
Open Discussion
Summary by Moderator
1700 Adjourn

MONDAY, FEBRUARY 23 - WORKSHOP 4
"Pacific Destination Development in a Changing World"

1430 Introductory remarks by the Moderator
1435 "The Interaction of the Tourist and the Community"
Mr. Robertson E. Collins
Vice Chairman
U.S. National Trust for Historic Preservation
Medford, Oregon
Discussion session
Reports by selected tables
Question Time
1530 "How Tourism Benefits the Community"
Mr. Lester E. Borley
Chief Executive
English Tourist Board
London, England
Discussion session
Reports by selected tables
Question Time
1625 Open discussion of other important issues currently facing the development of Pacific destinations
Panelists:
Mr. Larry E. Helber
President
Helber, Hastert, Van Horn & Kimura, Ltd.
Honolulu, Hawaii
Mr. Dharmnoon Prachuabmoh
Deputy Governor
Tourism Authority of Thailand
Bangkok, Thailand
Summary by Moderator
1700 Adjourn

TUESDAY, FEBRUARY 24 - WORKSHOP 5
"The Impact of Inflation on Pacific Travel"

0900 Introductory remarks by the Moderator

0905 "The Impact of Inflation on Pacific Travel"
Mr. Gary Schlossberg
Associate Vice President and
International Economist
Wells Fargo Bank
San Francisco, California

0925 "The Impact of Inflation on the Hotel Industry"
Mr. R. Kane Rufe
President Pacific/Asia
Intercontinental Hotels
Bangkok, Thailand

0945 "Inflation and the Pacific Tour Operator"
Mr. Scott Supernaw
Olsen Travelworld Limited
Los Angeles, California

Question Time

1015 Coffee Break

1040 Discussion Issue No. 1

Reports by selected tables

Question Time

Discussion Issue No. 2

Reports by selected tables

Question Time

Summary by Moderator

1215 Adjourn

TUESDAY, FEBRUARY 24 - WORKSHOP 6
"Trends in Pacific Air Transportation"

0900 Introductory remarks by Moderator

0905 "New Technology Aircraft and the Cost Problem"
Dr. Richard R. Shaw
Asst. Director General, Technical, IATA
Montreal, Canada

Discussion session

Reports by selected tables

Question Time

1000 Coffee Break

TUESDAY, FEBRUARY 24 (Cont.)

- 1020 "Airport Development in the 1980's"
Mr. Richard J. Begley
Senior Project Manager
Ralph M. Parsons Co.
Pasadena, California
Discussion session
Reports by selected tables
Question Time
- 1115 "Financing Air Transportation"
Discussion session
Reports by selected tables
Question Time
Summary by Moderator
- 1215 Adjourn
- TUESDAY, FEBRUARY 24 - Closing Session -**
- 1400 San Francisco Opera House
Chairman - Amb. L. W. Lane, Jr.
Lane Publishing Co.
Menlo Park, California
Musical Overture
- 1410 Mayor Dianne Feinstein
Mayor of San Francisco
Secretary March Fong Eu
Secretary of State
State of California
- 1430 Keynote Address
Mr. Lowell Thomas
Author and World Traveler
Quaker Hill
Pawling, New York
- 1500 Presentation of the Founders Award
Presentation of PATA Contest and Special Awards
Conference Resolutions
Closing Remarks - PATA Chairman
- 1530 Closing Presentation
San Francisco Boys Chorus
- 1600 Conference Ends
- 1900 Farewell Banquet Reception/Dinner
Host:
Mr. John R. Grey
President
Standard Oil of California

IMPORTANT REMINDERS

1. Delegates and spouses are required to wear their name badges at all times (complimentary tours included).
2. Please do not take Delegate Bags or brief cases to either Opening or Closing Ceremonies.
3. The Main Registration Area is located at the First Level of the Bonaventure Hotel. It includes:
 - Conference Registration
 - San Francisco Workshop Desk
 - Allied-Associate Dinner Ticket Counter
 - SKAL Lunch Ticket Counter
 - Hotel Information
 - Brochure and Document Distribution
 - Conference Information/Message Counter
 - Membership Services DeskRegistration Hours
Sunday, February 15 - 2:00 p.m. - 5:00 p.m.
Monday, February 16 - 9:00 a.m. - 6:00 p.m.
Tuesday, February 17 - 9:00 a.m. - 7:00 p.m.
Wednesday, February 18 - 7:30 a.m. - 6:00 p.m.
Thursday, February 19 - 8:00 a.m. - Mid day
4. The Los Angeles Hospitality Center on the Figueroa Street side of the second level consists of:
 - Airline Confirmation/Booking Desk
 - Spouses Program Registration
 - Sports Tournament Registration
 - Tour Bookings - including train
 - Car Rental Desk
5. San Francisco Workshop Center
 - a. Delegates and spouses who wish to join any of the workshops should register at the Workshop Counter at the main Registration area if they do not have tickets.
 - b. Changes in workshop assignments may be effected either at the Workshop Counter or by exchanging workshop tickets directly with fellow delegates.
 - c. Confirm San Francisco attendance, spouses' program, tours and airport transfers.
6. Land Transportation
Shuttle buses will be provided between the hotels and all official functions. Delegates are advised to check at a designated counter at the Hospitality Center and at the hotels for updates on the transportation schedule, which also appear in the Wells Fargo transportation leaflet.

IMPORTANT REMINDER (Cont.)

7. Sports

Registration for golf and tennis tournaments will be located at the Hospitality Center. Pre-registration is required.

8. Spouses Program

Participants in the Spouses' Program should register at the designated desk at the Hospitality Center not later than the day before the scheduled program.

9. Tours, Train and Transfers.

- a. All registered delegates planning to avail of the complimentary and optional tours must register and collect tickets at the tour desks.
- b. Tour desks will be in operation at the Hospitality Center for booking pre and post-conference tours. Optional tours will be available at discounted rates. There will be a cancellation fee.
- c. Please complete and hand in the Transfer Cards that were sent out with your Airporter Tickets. If you did not receive these cards, kindly pick them up from the Transfer Desk.
- d. Please also book train tickets for the PATA Train to San Francisco on February 21 at this desk.

10. PATA Membership Services

A PATA membership desk will be operated in the main Registration area. All delegates with specific membership queries are asked to check with this desk in regard to fees, mailing address, Directory of Members listing.

11. Press Room

The Conference Press Room is located in the Santa Anita room on the lobby level of the Bonaventure Hotel. Press Rooms are open to Press Delegates only and press badges are required for admission.

12. Lost and Found

Lost and found items may be reported to/checked with the Bonaventure Security.

13. Cargo Materials

Materials consigned to the Conference may be claimed at the Cargo Information Desk at the Hospitality Center upon payment of necessary handling and storage fees.

14. Photo/Poster Display

The Photo/Poster Display is located at the Registration Area, as is the Heritage Conservation Display.

15. Reproduction and Graphics Services

Reproduction and graphics services are available at commercial rates through the Bonaventure Information Desk.

16. Message and Information Desk

All Delegates and Spouses are kindly requested to check regularly with the Conference Message and Information Desk in the Main Registration Area on the First Level of the Bonaventure Hotel. It will not be as easy as at previous Conferences, to have messages or internal mail delivered to Hotel rooms and thus it is recommended that Registrants check regularly at the Message Desk.

Messages and internal mail for other Registrants may also be handed in at this desk.

17. Literature Tables

PATA full members are, as a matter of Conference policy, permitted to have their official publications and literature displayed free of charge on the official Literature Tables in the Main Registration Area for Registrants to collect as required. Display and replenishment is the responsibility of members who are also respectfully requested to keep these tables tidy.

18. The World of Travel Television Special

The Travel Magazines Division of Official Airlines Guides, Inc., will publish Travel Management Daily on February 18, 19 and 20. Travel Post of Manila will also publish daily.

The "World of Travel" produced by OAG will provide reports on the latest PATA conference activities, interviews with travel industry personalities, and features on local travel attractions. It will be broadcast on February 18, 19 and 20 on your hotel room television. Consult the television program in your Travel Management Daily for exact time and channels.

19. PATA Conference Transportation Airport transfers and all bus transportation throughout the conference is provided courtesy of Wells Fargo Bank.

SPOUSES PROGRAM

Los Angeles

Beverly Hills Shopping Safari
Tuesday, February 17 and Thursday, February 19
Tour time: 5 hours

Departs 9:30 a.m. from Bonaventure Hotel
Lunch hosted at a Beverly Hills home

Los Angeles, Yesterday - Today
Tuesday, February 17 and Thursday, February 19
Tour time: 6 hours

Departs 9:30 a.m. from Bonaventure Hotel
Lunch at own expense

J. Paul Getty Museum and Coastal Shores
Thursday, February 19
Tour time: 6 hours

Departs 9:30 a.m. from Bonaventure Hotel

Los Angeles - a Woman's View
Tuesday, February 17 and Thursday, February 19
Tour time: 6 hours

Departs 9:30 a.m. from Bonaventure Hotel

San Francisco

Special Spouses' Event
Monday, February 23
Tour time: 9:00 a.m. - 11:15 a.m.
Lecture/Workshop at St. Francis Hotel

San Francisco - Spouses' Tours
Monday, February 23
Tour time: 3 hours
Departs 2:00 p.m. from St. Francis Hotel

Homes of San Francisco
Tuesday, February 24
Tour time: 3 hours
Departs 9:00 a.m. from St. Francis Hotel

See Conference Tours Program for Complete
Details of these Tours.
Registration required at Spouses Tour Desk for all
of the above events

ACKNOWLEDGMENTS

PATA thanks the following United States organizations and individuals for their contributions and support towards the 1981 Conference.

GOVERNMENT AND CITY AGENCIES

United States Travel Service
United States Customs Service
State of California Office of Tourism
Department of Airports, Los Angeles
Greater Los Angeles Visitors and Convention Bureau
San Francisco Convention and Visitors Bureau
Los Angeles Police Department
San Francisco Police Department

PARTICIPATING TOURISM AND TRADE ASSOCIATIONS

PATA Chapters throughout North America
PATA SoCal Chapter
PATA NorCal Chapter
PATA San Jose Chapter

TRANSPORTATION COMPANIES

Air California
Aloha Airlines
Amtrak
Avis Rent A Car
Braniff International Airlines
Continental Airlines
The Gray Line Inc.
Hertz Rent A Car
Hertz Asia-Pacific
National Car Rental
Northwest Orient Airlines
Pan American Airways
Royal Viking Line
United Airlines
Western Airlines
World Airways

HOTELS

Hilton Hotel Corp.
Holiday Inn Union Square
Intercontinental Hotels
Los Angeles Bonaventure Hotel
Los Angeles Hilton
Mayflower Hotel
Sir Francis Drake
Westin Hotels
St. Francis Hotel

ACKNOWLEDGEMENTS (Cont.)

ORGANIZATIONS

American Traveler
American Express
Architectural Digest
BankAmerica Corporation and BankAmerica Travelers
Cheques
Bank of Hawaii
Benton and Bowles
Boeing Commercial Airplane Company
Caesar's World
California Wine Growers
Chevron USA Inc.
Cunningham & Walsh Inc.
Gourmet Magazine
Knott's Berry Farm
Lane Publishing Company
Los Angeles Times
MCA Inc.
McDonnell Douglas Corporation
The New Yorker Magazine
Official Airline Guides
Pannell, Kerr, Forster & Company
Redwood Empire Association
Roaring Camp & Big Trees Narrow Gauge Steam
Railroad
Security Pacific National Bank
SKAL Club of San Francisco
Standard Oil Co. of California
Sunset Magazine Books and Films
Southern California Attractions
J. Walter Thompson Company
Town & Country Magazine
Travel & Leisure Magazine
Travel Holiday Magazine
Universal Studios
Wine Institute
Wells Fargo Bank
Yosemite Park & Curry Company

PARTICIPATING HOTELS

Los Angeles

New Otani Hotel
120 S. Los Angeles Street
(213) 629-1200

Hyatt Regency Hotel
711 S. Hope Street
(213) 683-1234

Hilton Hotel
930 Wilshire Boulevard
(213) 629-4321

Biltmore Hotel
515 S. Olive Avenue
(213) 624-1011

Mayflower Hotel
535 S. Grand Avenue
(213) 624-1331

Bonaventure Hotel
5th & Figueroa
(213) 624-1000

San Francisco

Holiday Inn
480 Sutter Street
(415) 398-8900

Sir Francis Drake Hotel
450 Powell Street
(415) 392-7755

San Francisco Hilton Hotel
333 O'Farrell Street
(415) 771-1400

Hotel Cartwright
524 Sutter Street
(415) 421-2865

Chancellor Hotel
433 Powell Street
(415) 362-2004

St. Francis Hotel
Union Square
(415) 397-7000

El Cortez Hotel
550 Geary Street
(415) 775-5000

The PATA Delegate Rate applies at the above
Hotels only for the period of, and at the rates, as
described in the Hotels sheet mailed with
Registration Information.

PARTICIPATING AIRLINES

The following carriers supported the organization of the 1981 PATA Annual Conference by providing or offering air transportation for VIPs, Speakers, Invited Press or PATA Staff:

- Air California
- Air India
- Air Lanka
- Air New Zealand
- Braniff International Airlines
- China Airlines
- Continental Airlines
- Iberia Air Lines
- KLM Royal Dutch Airlines
- Laker Airways
- Lufthansa German Airlines
- Malaysian Airline System
- Mexicana Airlines
- Northwest Orient Airlines
- Pan American World Airlines
- Philippine Airlines
- Scandinavian Airlines System
- Singapore Airlines
- Thai Airways International
- World Airways

PATA very much appreciates their kind support.

FEB 27 1981

BANK OF AMERICA

JOHN J. BELL
Senior Vice President

February 25, 1981

Mr. L. W. Lane, Jr.
Chairman of the Board
Lane Publishing Co.
Willow & Middlefield Roads
Menlo Park, CA. 94025

Dear Bill:

And a grand time was had by all -- before, during and after that marvelous dinner and program you staged for PATA.

Pat and I thoroughly enjoyed the evening -- even on the morning after -- and we look forward to seeing you and your charming klan in the near future.

We certainly were glad to be part of the festivities, and we were delighted to see Lowell Thomas.

Sincerely,



P.S. Old Ern's record was on Tom's desk the next morning with a note telling from whence it came.

jjb

MAR 2 1981

Arthur D. Little, Inc.

ONE MARITIME PLAZA
SAN FRANCISCO CALIFORNIA 94111
(415) 981-2500

CYRIL C. HERRMANN
VICE PRESIDENT - WESTERN REGION

February 25, 1981

Ambassador L. W. Lane, Jr.
President
Lane Publishing Company
Willow at Middlefield Road
Menlo Park, CA 94025

Dear Bill:

What a job! The main comment that I would like to stress is that your effort is absolutely unprecedented in the history of PATA. I have never been more proud of being an American than I was at this PATA Conference.

It was nice to have a chance to see you and Jean personally on brief occasions at the various events. I hope you both have a chance to get away for a little rest and relaxation in the very near future. You certainly both deserve it.

With all best regards.

Sincerely,

Cy and Ellie

CCH:ck

DEPARTMENT OF ECONOMIC AND BUSINESS DEVELOPMENT

1120 N STREET
P.O. BOX 1499
SACRAMENTO, CALIFORNIA 95805

*May is California Travel and Tourism Month*

March 4, 1981

Ambassador L. W. Lane
Publisher
Lane Publishing Company
85 Willow Road
Menlo Park, CA 94025

Dear Ambassador Bill:

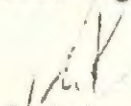
I want to add our voice to the chorus of those singing your praises for the absolutely spectacular job that you did in orchestrating and chairing the 1981 PATA Conference.

It appeared to be a flawless meeting, with every detail carefully checked and rehearsed. I know that such an undertaking requires hundreds of dedicated individuals and companies to fulfill commitments and responsibilities, but it all begins with the dynamic leadership that you provided.

On behalf of this Office and the State of California, I want to thank you for the enormous contribution that you made to our tourism industry and the positive image of our great state. California will long benefit, both economically and socially, from the results of this Conference. On a personal note, I want to thank you for allowing me to work with you and participate in this event. You are an inspiration.

Please know that we are available should you ever need our assistance.

Best regards,


Rick Lawrance, Director
Office of Tourism

PATA

U S A 1 9 8 1

from the office of:
J.G. O'Donnell
HKTA
160 Sansome, #1102
San Francisco, Ca. 94104

March 5, 1981

Mr. L.W. Lane Jr.
Chairman of the Board
Lane Publishing Co.
Middlefield & Willow Roads
Menlo Park, Ca. 94025

Dear Bill:

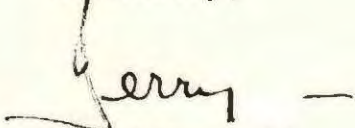
Where do I start? What do I say? You have heard it all since last Tuesday!

It wasn't easy (an understatement!), but you were certainly the right man at the right time for PATA 81 in the United States. I enjoyed working with you -- you provided the qualities of leadership I admire.

Incidentally, I understand that Lane Publishing is coming up with a new publication -- "Organizing International Travel Conferences"!

Mr. Ambassador -- for all of us "A Sincere Thank You". PATA is much stronger today because of your leadership.

Sincerely,


J.G. O'Donnell
Chairman
SFO Host Committee

JGOD:g

cc: Mr. K. Chamberlain



PACIFIC AREA TRAVEL ASSOCIATION
SAN FRANCISCO HOST COMMITTEE

LANE PUBLISHING CO.
SUNSET MAGAZINES BOOKS & FILM

3-25-81

File

Bill, F.Y.I.

F. E. SHAW
Administrative Assistant
to the Chairman

March 20, 1981

Mr. Jim Weiss
Manager, Travel Industry Sales
Marketing Division
Westin Hotels
The Westin Building
Seattle, Washington 98121

Dear Jim:

I would be remiss in not providing some interim response to your letter of March 17 to Bill Lane. I know he will appreciate very much your good words as will all the members of the PATA '81 team. If Bill was not in Mexico for a well deserved family vacation, he would be responding personally, and I know you will hear from him later next month.

As a member of the team, I have seen and heard many words of thanks, but yours deserves special mention. I extend my own personal note of thanks for your kind letter and frequent words of moral support and encouragement in Los Angeles and San Francisco. I'm so glad you could join us here at SUNSET's special dinner.

One last item, but certainly not least in importance - thank you and Westin Hotels. The fine cooperation at the Bonaventure and St. Francis along with the wonderful volunteer assistance of Paula Crowder and so many others - we will never be able to repay you and your many colleagues for that.

Sincerely,

FES/rem

bcc: J. Henning/D. Bristol/L. C. Smith
C. Schmuck
S. Blechman
Mrs. Paula Crowder
Mr. Graham Hornel



WESTIN HOTELS

Marketing Division

March 17, 1981

L. W. Lane, Jr.
Chairman of the Board
and Publisher, Sunset Magazine
Lane Publishing Company
Willow & Middlefield Roads
Menlo Park, CA 94025

Dear Bill:

Having followed the PATA Workshops in San Francisco with a trip to Berlin, I am way behind in thanking you for the spectacular evening at Lane Publishing Company headquarters.

The reception, fireworks display, the dinner, the Stanford Choir, your hospitality . . . all combined to make me feel like a very special person at a very special evening that will long be remembered.

I can't close this note without saying how the opening ceremony in Los Angeles and the closing ceremony in San Francisco increased my already very large pride in being an American. I know that our friends from the other PATA countries of the Pacific were also stirred by the inspiring presentations and somehow felt what it means to be a citizen of our great and wonderful country which was so beautifully portrayed visually and through music.

With the 30th PATA Conference and Workshops behind you, you have another Laurel to rest on. But, I know you won't!

Sincerely,

Jim Weiss, Manager
Travel Industry Sales

JW/fw

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ZIP

MR JOHN BRIZENDINE

PRESIDENT

DOUGLAS AIRCRAFT COMPANY

3855 LAKEWOOD BOULEVARD

LONGBEACH CA 90846

BT

THE 30TH ANNIVERSARY CONFERENCE OF THE PACIFIC AREA TRAVEL ASSOCIATION IS NOW HISTORY. BY EVERY MEASURE, THE CONFERENCE SEEMS TO HAVE REPRESENTED THE BEST OF THE UNITED STATES FOR

SF-1201 (RS-69)

OUR FRIENDS FROM MANY FOREIGN LANDS AND IN A WAY THAT MAKES ME AND THE U. S. HOST COMMITTEES VERY PROUD. AS THE SERVICE INDUSTRIES OF OUR COUNTRY MUST ABSORB A MAJOR SHARE OF THE GROWTH IN EMPLOYEES, THIS CONFERENCE IN THE UNITED STATES WILL ONLY INCREASE THE IMPORTANT ROLE OF TOURISM IN OUR TOTAL U. S. ECONOMY AND THE GROWING U. S. TRADING AREA IN THE PACIFIC BASIN.

YOUR PERSONAL AND FINANCIAL SUPPORT AS WELL AS THE COOPERATION FROM SUZI AND OTHER MEMBERS OF YOUR STAFF THROUGH MY FULL TERM AS CHAIRMAN OF PATA WAS APPRECIATED MORE THAN YOU WILL EVER KNOW. PLEASE DO NOT FORGET THAT YOU AND YOUR WIFE HAVE A GOLD-PLATED RAINCHECK TO BE OUR GUESTS HERE AT SUNSET WHENEVER OUR CALENDARS CAN JIVE

SF-1201 (RS-69)

ON ONE OF YOUR TRIPS TO NORTHERN CALIFORNIA. THANKS AGAIN, JOHN, FOR EVERYTHING.


L. W. "BILL" LANE, JR.

CHAIRMAN, PATA 1980-81

(LANE PUBLISHING CO/MIDDLEFIELD & WILLOW RDS/MENLOPARK CA 94025/WU/CSF066687/604/0/CFN/BILL).

NNNN

PERSONAL

1931
 **air new zealand**

Private Bag
Auckland
NEW ZEALAND

17 March 1981

Ambassador L W Lane Jr
Chairman
Sunset Magazine
Lane Publishing Company
Willow & Middlefield Roads
Menlo Park
California 94025
UNITED STATES OF AMERICA

Dear Bill

I write to extend my congratulations on an outstanding PATA conference in Los Angeles, and an equally outstanding workshop programme in San Francisco. The business and workshop sessions were complemented by warm and generous hospitality and an unparalleled programme of entertainment.

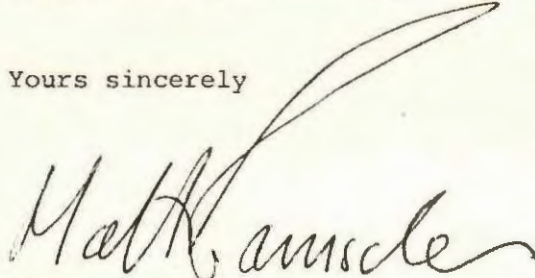
I have some appreciation of the tremendous amount of work by the Chairman and the many committees which go into a project of this nature, and it is clear that everybody did their job well. The 1980 conference and workshops have undoubtedly set an even higher standard of excellence for PATA, and this is a great credit to you and to all those who worked with you. Joy and I enjoyed every minute of the programmes and were reluctant to leave.

We have had more than our share of problems in the industrial labour area since we have returned so the pleasure and satisfaction of participation in the PATA meetings are thrown into even sharper relief.

At the personal level, I would particularly like you to know how much we enjoyed being with you at Menlo Park on 23 February. Our thanks to you, to Jean, to Mel and to Joan.

With kindest personal regards to you and your family,

Yours sincerely



M A Ramsden
GENERAL MANAGER COMMERCIAL

AUSTRALIAN TOURIST COMMISSION



OFFICE OF THE GENERAL MANAGER

23 March, 1981

REF: KAMCD:at

Mr. W. Lane,
President,
Lane Publishing Co.,
Willow & Middlefield Roads,
Menlo Park,
CALIFORNIA, U.S.A. 94025

Dear Bill,

The PATA Conference and Workshop in California was a great success and I want to congratulate you, the Committees and the Sponsors involved.

The related functions, including the opening and closing ceremonies, were stimulating and enjoyable. Over the week, we had, I believe, access to a slice of Western U.S.A. leisure, entertainment and tourism experiences which few people could enjoy through other means; thank you for sharing them with us. I do hope the delegates appreciate this fact - I believe they do.

I feel privileged to have been at the Conference and thank you, Mike Alford, George Turner, Toby Walker, Gerry O'Donnell and the rest of the "crew", and the generous sponsors, for their part in the Conference and Workshop.

In mounting this Conference Bill, you have continued to be a great ambassador for the U.S.A. I am sure the efforts are appreciated by your countrymen.

Kindest regards,

Yours sincerely,

Kevin A. McDonald



NBC White Paper

Reagan: The First 100 Days



"Reagan: The First 100 Days" will be presented on the NBC Television Network April 23, 9:30 - 11 pm NYT.
Check local listings to confirm the date and time in your area.

In his campaign for the Presidency, Ronald Reagan promised that if he were elected, he would move quickly to reduce taxes, lessen government regulations, trim the bureaucracy and slow federal spending except for defense. Such a program, he argued, would halt rampant inflation, stimulate industrial production and create more jobs.

President Reagan reiterated these goals in his Inaugural Address to the nation: "Government is not the solution, it is the problem. It is time to reawaken this industrial giant . . . to get government back within its means, and to lighten our punitive tax burden."

This NBC White Paper, sponsored in full by the Weyerhaeuser Company, will focus on the President's personality and leadership style, the Administration's power structure, the proposed budget and possible response to it from Congress, the Reagan-Haig foreign policy priorities and America's defense position. The White Paper will conclude with an interview with President Reagan. Les Crystal is executive producer, Bill Turque is producer, and Roger Mudd is the anchorman.

Like Franklin Delano Roosevelt, Ronald Reagan was elected to the Presidency with a large majority of electoral votes and with a decisive popular vote margin. Having received this mandate, will he be able to fulfill the promises of his campaign? How is he doing so far? These questions and many others are raised in NBC's White Paper. This Viewer's Guide is organized around the thematic segments of the program. Bibliographic suggestions follow each unit.

I. PRESIDENTIAL LEADERSHIP

Roger Mudd opens the program with a look at the President's leadership style, especially his emphasis on effective communication, amiability, and self-confidence.

1. Rank the following qualities in a President in order of their importance to you:

- ___ intelligence
- ___ compassion
- ___ ability to put the country's interests first
- ___ competence
- ___ firmness on issues
- ___ sound judgment
- ___ high ethics
- ___ ability to anticipate national needs
- ___ personal charm
- ___ imagination
- ___ party loyalty

On which of these qualities does President Reagan score the highest? Which seem to be most important to him?

2. Has the Reagan Administration succeeded in dominating the news and setting the agenda for public debate during its first 100 days? About what aspects of President Reagan's "Program For Economic Recovery" have you, your friends and family talked?

3. A few political commentators have already ventured the opinion that Ronald Reagan is the best communicator to occupy the White House in the twentieth century. How would you grade his Inaugural Address? his first speech to Congress? his press conferences?

What do you think goes into the making of an effective communicator?

4. James David Barber, a political scientist, urges us to examine the rhetoric, skills and world views of Presidents in order to evaluate their characters. He has defined four Presidential types and identified Presidents he believes fit each category: passive-negative (Calvin Coolidge), passive-positive (Warren Harding), active-negative (Richard Nixon), and active-positive (John Kennedy). Although it is still very early in President Reagan's Administration, in which category does he seem to belong?

5. James MacGregor Burns, a professor of government, has delineated three types of leadership: transactional leadership, transforming leadership and moral leadership. Have a member of your group report on Burns' definitions and then talk about President Reagan's leadership style.

RESOURCES FOR FURTHER EXPLORATION

Barber, James David. *The Presidential Character*. Englewood Cliffs, New Jersey: Prentice-Hall, 1972.

Burns, James MacGregor. *Leadership*. New York: Harper & Row, 1978.

Cronin, Thomas E. *The State of the Presidency*. (2nd Edition) Boston: Little, Brown & Company, 1980.

Neustadt, Richard. *Presidential Power*. (2nd Edition) New York: Wiley & Sons, 1976.



II. THE WHITE HOUSE POWER STRUCTURE

White House correspondent Judy Woodruff introduces us to the inner circle of President Reagan's chief advisors and examines their areas of responsibility.

1. Who are the central figures on the Reagan staff?
2. Do you think the public overrates or underrates the importance of the White House aides closest to the President?

3. What steps does President Reagan appear to be taking to safeguard himself from becoming insulated from voices outside his staff?

4. What are the functions of the Cabinet?

5. In his recent book on Presidents and their top aides, Michael Medved suggests the following rules: (a) a President should have a chief of staff, (b) the top aide should have done something in his adult life besides work for that President, (c) Presidential assistants should avoid publicity, and (d) Presidents

should not be emotionally dependent upon their top aides. In light of the data presented in this segment of the White Paper, how do you evaluate President Reagan's compliance with Medved's suggestions?

RESOURCES FOR FURTHER EXPLORATION

Blumenthal, Sidney. *The Permanent Campaign: Inside the World of Elite Political Operatives*. Boston: Beacon Press, 1980.

Fenno, Richard F. *The President's Cabinet*. New York: Vintage, 1959.

Hodgson, Godfrey. *All Things To All Men*. New York: Simon & Schuster, 1980.

Medved, Michael. *The Shadow Presidents: The Secret History of the Chief Executives and Their Top Aides*. New York: Times Books, 1979.



III. THE ECONOMY

Economics correspondent Irving R. Levine presents an overview of the Reagan Administration's budget and tax proposals, the reactions of economic experts to them, and the possible impact of these proposals on American families.

1. Have members of your group give reports on "supply-side" economic theory, the Laffer curve and the Kemp-Roth tax bill.

2. How have high inflation and high unemployment affected your community? Give concrete examples.

3. Is your family better off, worse off or in the same situation as the Quigley family (of West Allis, Wisconsin) who are profiled in this White Paper? What insights into your own situation did you gain from hearing about theirs?

4. Some political observers interpret the Reagan economic program as a radical break from the past. Do you agree? How does it differ from the Carter Administration's efforts to fight inflation?

5. In your estimation, is Reagan's economic program fair to everyone, or does it favor upper-income Americans over those on the lower rungs of the economic ladder?

RESOURCES FOR FURTHER EXPLORATION

Berman, Larry. *The Office of Management and Budget and the Presidency 1921 - 1979*. Princeton, New Jersey: Princeton University Press, 1979.

Dunlop, John T., editor. *Business and Public Policy*. Cambridge, Massachusetts: Harvard University Press, 1980.

Gilder, George. *Wealth and Poverty*. New York: Basic Books, 1980.

Wildavsky, Aaron. *The Politics of the Budgetary Process*. Boston: Little, Brown & Company, 1964.

IV. POLITICS

NBC Washington correspondent Tom Pettit probes the Reagan Administration's courtship of Congress and its strategies for dealing with special interest groups.

1. Which three Presidents in the last 50 years have worked best with Congress? Cite some reasons for their success.

2. According to the reports presented in this segment, what seems to be the mood of the Congress in regard to President Reagan?

3. How much of the President's program of tax and spending reductions do you think will be passed by Congress?

4. What challenges does Senate Majority Leader Howard Baker face? What specific aspects of President Reagan's program do the Democrats dislike?

5. In your opinion, what three social issues will dominate the 1980s?

RESOURCES FOR FURTHER EXPLORATION

Edwards, George. *Presidential Influence and Congress*. San Francisco: W. H. Freeman, 1980.

Fisher, Louis. *President and Congress*. New York: The Free Press, 1972.

Green, Mark. *Who Runs Congress?* New York: Bantam, 1972.

Polsky, Nelson W. *Congress and the Presidency*. Englewood Cliffs, New Jersey: Prentice-Hall, 1971.

V. FOREIGN POLICY

State Department correspondent Marvin Kalb reports on the Reagan Administration's foreign policy priorities, and Secretary of State Alexander Haig is profiled.

1. Do you think President Reagan has acted too tough, not tough enough, or just right in setting the tone for his dealings with the Soviet Union?

2. In what ways does Alexander Haig's approach to foreign policy differ from Henry Kissinger's, Cyrus Vance's or Edmund Muskie's?

3. Do you believe the fundamental purpose of American foreign policy is to preserve the independence, freedom and prosperity of the United States? Or are the goals of foreign policy much more complicated?

4. Which "hotspot" in today's world is the most dangerous in your view? What do you think should be the extent of United States involvement there?

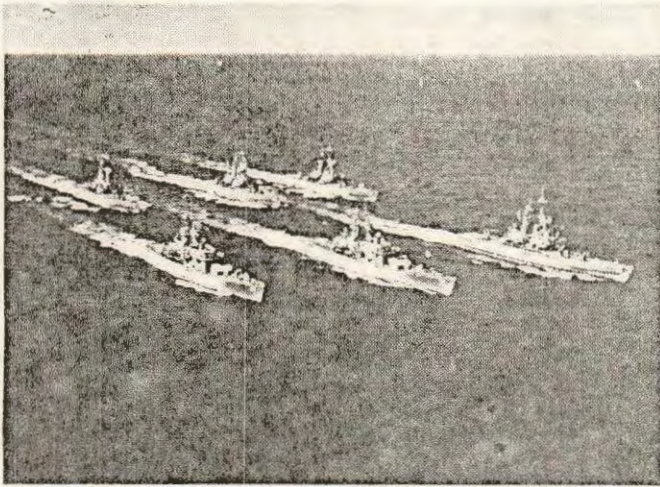
5. Will President Reagan's strongest influence over the next four years be on the domestic or on the foreign front? Give a reason for your answer.

RESOURCES FOR FURTHER EXPLORATION

Aron, Raymond. *Peace and War: A Theory of International Relations*. New York: Doubleday, 1967.

George, Alexander. *Presidential Decision-Making in Foreign Policy*. Boulder, Colorado: West View Press, 1979.

Kennan, George F. *The Cloud of Danger: Current Realities of American Foreign Policy*. Boston: Little, Brown & Company, 1977.



VI. DEFENSE

Pentagon correspondent George Lewis examines the Reagan Administration's strong commitment to defense and what it means in terms of future military allocations and priorities.

1. In 1980 the Republican National Convention adopted a platform urging American military superiority over the Soviets and the earliest possible deployment of the MX missile. Do you support this position? Why or why not?

2. According to the Reagan Administration, why is it important for the United States to move from a "one-and-a-half ocean navy" to a "three-ocean navy"?

3. How do you respond to someone who says that the United States should not spend more on nuclear and conventional weapons since it already has enough firepower to destroy the Soviet Union?

4. Journalist Tom Wicker has noted: "No form of Federal spending contributes less to supply in the market, adds more to inflation and creates fewer jobs than military outlays." How do you think Defense Secretary Caspar Weinberger would answer him?

5. Do you believe it is very likely, likely or unlikely that the United States will be involved in a war by 1984? What scenario might lead to U.S. involvement in a war?

RESOURCES FOR FURTHER EXPLORATION

Gansler, Jacques S. *The Defense Industry*. Cambridge, Massachusetts: The MIT Press, 1981.

Howe, Russell Warren. *Weapons: The International Game of Arms, Money and Diplomacy*. New York: Doubleday, 1981.

VII. INTERVIEW WITH PRESIDENT REAGAN

1. After watching this interview, survey your group. How many consider President Reagan to be liberal in his political vision? moderate? conservative?

2. Some media analysts contend that this President is the most comfortable with television since John Kennedy. Do you agree? Why or why not?

3. What was the most impressive statement, fact or opinion given by the President in the interview?

4. Did you learn anything new about President Reagan's personality, opinions or program from the interview? Compare your insights with those of other members of your group.

5. Franklin Delano Roosevelt once stated: "All our great Presidents were leaders of thought at times when certain historic ideas in the life of the nation had to be clarified." What historic ideas must be clarified for our country during the 1980s?

RESOURCE FOR FURTHER EXPLORATION

Smith, Hedrick; Clymer, Adam; Silk, Leonard; Lindsey, Robert; Burt, Richard. *Reagan the Man, the President*. New York: Macmillan, 1980.

This Viewer's Guide was written by Cultural Information Service (CIStems, Inc.), an independent nonprofit resource agency and publisher of a twice-monthly magazine on television and the arts/media. The development and distribution of this guide was made possible by NBC.

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December 5, 1983

Dear Mr. Albrecht:

I have been asked to thank you for your kind invitation to the President.

Although he is unable to accept, the President wants you to know he appreciates your thoughtfulness and sends you his very best wishes.

Sincerely,

FREDERICK J. RYAN, JR.
Director, Presidential
Appointments and Scheduling

X
Mr. Paul R. Albrecht
Chairman
Pacific Area Travel Association
Southern California Chapter
Suite 306
1054 Wilshire Boulevard
Los Angeles, CA 90017

FJR:MR:tjrfa
FJR-1

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Travel & Leisure

Jean Rosano
2nd Vice Chairman
Inter-Continental Hotels

Gwen De Mond
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Hemphill/Harris Travel Corp.

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David Chapman
New Zealand Tourist Office

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Wendy Hall
Queensland Gov't. Tour. Bureau

Ernest Johnson, CTC
Red Carpet Travel

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Korea National Tourism Corp.

Scott Mawrer
Qantas Airways

Jack Pearce
Successful Meetings Magazine

Richard Sather
Cathay Pacific Airways

Pam Sherman, CTC
Riviera Village Travel

Ralph Underdahl
McDonnell Douglas

Ex Officio

Klaus Billep, CTC
Universal Travel System

Thomas N. Cermola
Malaysian Airline System

James Christiansen
General Counsel

Catherine Curran
The Travel Place

J. E. "Sandy" Mills
Korean Air Lines

Nicholas Panza
Jetset Tours (No. America Inc.)

John Wilson
UTA-French Airlines

November 17, 1983

The Honorable Ronald Reagan
President of the United States
1600 Pennsylvania Avenue
Washington, D.C. 20500

Re: Los Angeles Travel Industry Christmas
Party - 1983

Dear Mr. President:

You did it to us again!

Your planned Christmas Party at the Beverly Wilshire on December 9 forced us to move the Travel Industry Christmas Party for 500 guests to the Sheraton Grande Hotel and change the date to December 10.

Earlier, some of the groups traveling in the Orient on tours operated by the company of which I am president, Globus-Gateway, had to switch hotels due to your using the same hotels during the same time frame.

And, as a topper, due to the move and change of dates, we are now without a "celebrity" to top our guest list. Perhaps, in an effort to make amends to this select group of travel industry VIP's, you might consider stopping off at our party during your stay in Los Angeles.

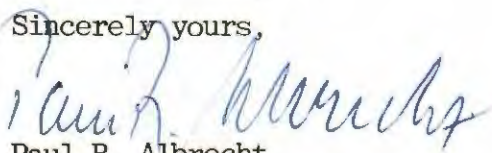
The Travel Industry party is co-sponsored by ASTA and PATA, the biggest travel agent organization in the country and in the Pacific respectively, as well as COTAL (Confederacion de Organizaciones Turisticas de la America Latina), an organization of travel agents specializing in travel to Latin America.

We would love to have you as our guest, even if only for a few minutes, and hope you understand the opening of this letter was tongue-in-cheek.

An invitation to the party, and the current issue of the monthly PATA newsletter are enclosed for your information.

Wishing you all the best during the Holiday Season and a most prosperous and peaceful 1984, I remain

Sincerely yours,


Paul R. Albrecht
President, Globus-Gateway
Chairman, SoCal PATA Chapter

A Reunion of Good Friends...



1983 Annual Travel Industry Christmas Party

Travel Industry Christmas Party

*The Travel Industry requests the pleasure of your company
at the annual Christmas Dinner Dance*

Saturday, the Tenth of December, 1983

*in the Grande Ballroom
Sheraton Grande Hotel, Los Angeles*

Cocktails — 6:30 p.m. • Dinner — 8:00 p.m.

Reservations required • \$40.00 per person

Black Tie optional

*(You are invited to bring a gift for a child,
wrapped and marked "Boy" or "Girl" with appropriate "Age")*

SPONSORED BY



PATA SCOPE

PACIFIC AREA TRAVEL ASSOCIATION – SOUTHERN CALIFORNIA CHAPTER

Vol VI No. 5

1054 Wilshire Boulevard, Suite 306, Los Angeles, California 90017 • (213) 482-9882

November, 1983

CHAIRMAN'S CORNER

by Paul Albrecht



Paul Albrecht
Chairman

On page two of this month's PATAScope an excellent report on our recent trip to Sri Lanka is written by Ernie Johnston. However, I wanted to take this opportunity to assure our members that during

our visit no signs of any hostility or tension was experienced. True we did see some shops that had been burned down, but no signs or feelings of ill-will were felt. In fact, everywhere we visited, residents of that delightful island greeted us most cordially. I encourage all SOCAL PATA members to keep this in mind when selling Sri Lanka and to certainly plan to attend the PATA conference when it is staged there next year from April 2-7. Sri Lanka is a most interesting PATA destination country, certainly for Americans who represent just 4% of total tourist to the island, with the bulk coming from Europe.

A special word of thanks to our board members who worked hard to organize an alternate venue for this year's industry Christmas Party. Please plan to attend and to help make it a giant success.

(See back page for full details)

NEXT SOCAL PATA MEETING TAHITI

Thursday, November 17
Ambassador Hotel

4:00 - 6:00 p.m. Seminar
6:00 - 7:00 p.m. No host cocktails
7:00 p.m. Dinner with wine.
Presentation

\$13.00 Prepaid • \$18.00 At Door

SOCAL PATA OCTOBER, JAPAN OUR GRACIOUS HOST



Sales representatives from Singapore Airlines, Tadashi Sato and Catherine Yeakle show Marshall Pond of Old Towne Travel, Inc., Torrance, the airline's newest aircraft configuration at the JNTO trade show.



SOCAL PATA members and guests are treated to the strains of Japanese music during dinner, courtesy of the New Otani Hotel.



Our host, Mr. Yoshio Kimura makes sure distinguished travel writer, Myra Waldo's glass is full while Paul Albrecht looks on.



Just one of the lucky prize winners, Ms. Charlyne Shirek of Travel Adventures accepts her gift.

You can almost bet your life on it. When Japan sponsors a SOCAL PATA evening you know it's always going to be a good one. And so it was with SOCAL PATA's October 26th evening. An all day trade show and workshop, more than 25 exhibitors, and in the evening, over 185 members and their guests for a beautiful meal, complete with Japanese music in downtown's prestigious New Otani Hotel.

Yoshio Kimura, Director of the JNTO's Los Angeles office provided both a fun and educational evening with a wonderfully photographed and produced film on Japan and then a generous array of gifts (many of them donated by suppliers) offered as door prizes.

Mr. Kimura spoke of the latest developments in Japan and of the importance of the Southern California area as one of Japan's most rapidly growing markets.

SRI LANKA — ISLAND OF PARADISE

by Ernie Johnston, CTC

Chances are, those who think they have seen it all really haven't, unless they have seen Sri Lanka. It's a most unique and wonderful country — some say it's the end of the rainbow, others call it the "Island of Paradise".

Although halfway round the world, this exotic country is still surprisingly accessible from the West Coast, either via the Atlantic or the Pacific. The choice is yours. You may even include it in as a perfect, halfway, stop on an around the world trip as it is just halfway. Really — the distance and flying time is exactly the same from the West Coast whether you travel east or west. Also the airfare is practically the same as well in either direction.

The climate is tropical and admittedly warm and so is some of its food. But the best warmth of all is the warmth of the friendly and gracious people that make up this "land of Paradise." Everywhere you go you find a warm welcome awaiting you. At the airport, from the tour guides, the personnel in the hotels, in the shops, and even on the streets.



On arrival in Colombo, SOCAL PATA members receive a warm and friendly welcome.

You will find it the same everywhere, winning smiles and gracious offers of help from both young and old. The same holds true even miles up into the interior in the fascinating little villages. It is a real heartwarming experience for the foreign visitor.

Needless to say, Sri Lanka is a 'beautiful' country with lush green valleys, challenging mountains and over 1000 miles of sun-drenched beaches, many in stunning isolation. Some of the more exciting archeological sites that are to be found anywhere are located here. You will be captivated by its exotic wildlife, multi-colored bird life and

the jumbo elephants to ride as well. Especially fascinating is a visit to one of the spice farms found throughout. Small privately owned farms featuring scores of fruit-bearing trees and almost every variety of spices imaginable all growing together. Interesting demonstrations on spice information and preparation are put on for the benefit of visitors before they are allowed to visit the 'Spice Shop' where all kinds of spices are packaged for sale at reasonable prices. A real bargain spot for shoppers.

Amazing to the first time visitor are the luxurious hotels to be found. They readily compete with almost any area of the world. Away out in the country, seemingly miles from nowhere, suddenly you come upon a beautiful, modern, hotel amid delightful and tropical surroundings. Its dining room and bar overlooking a shimmering and inviting swimming pool. Some of these outlying hotels, rated 'tops' anywhere, feature unique and picturesque cottages as well, with modern bath and all the other amenities normally found in top hotels.

In the city of Kandy, a number of delightful hotels sit high on the surrounding hills with a spectacular view of the city and its azure-blue lake below. Across the lake, in the heart of the city can be seen the famous "Temple of the Tooth" with shining domes reflecting the sunlight. The sacred tooth relic of the Buddha, brought to Ceylon over 1500 years ago, is housed here so this city is venerated by millions of Buddhists everywhere. Sri Lanka was formerly known as Ceylon until its Independence in 1972 when the name was changed to Sri Lanka.



At the sight of the great 11th Century City of Polonnaruwa part of the SOCAL PATA group pose for a photo in front of Vejayanta Prasada, once the Royal Palace of Parakram-abahu I.

The capitol city of Colombo has almost every accommodation a traveler might want. It has the old Colonial "Raffles" style Galle Face Hotel right on the beach (member of the Regent chain); the modern Holiday Inn currently remodeling its lobby; the deluxe Inter-Continental and the superb, luxurious Lanka Oberoi. These are the major, leading

hotels of the city. Numerous less rated hotels for those who are more economy minded are also readily available.

Then there is shopping — and what shopping! Sri Lanka is one of the gem capitol of the world with spectacular values. And of course it is also world famous for its tea. Batik and handicraft shops are to be found everywhere and bargaining is customary in the markets. Craftsmen will hold you spellbound watching them work in silver, brass, tortoise shell, horn, bone, wood and terracotta. Almost every type of spices known are available and provide real bargains.



Mr. Sandy Mills, Korean Airlines, just one of the Representatives of your Chapter, expresses his views to host members of Sri Lanka PATA Chapter.

Colombo will be the site and host for the 1984 PATA International Conference to be held next April. Already plans are under way by the local PATA chapter to insure a great time for everyone attending. Two new hotels are now under construction. The Galadari Meridien and the very luxurious Taj Samudra Hotel which is expected to be open for PATA '84 and will undoubtedly become Colombo's finest. Sri Lanka is seriously preparing for tourism and is anticipating a growing future.

A total of 47 Southern California PATA Chapter members participated in the Out-of-Country Workshop to Sri Lanka conducted Septmeber 15 to 24, 1983. Part of the group traveled via the Atlantic and the other half went via the Pacific. The Workshop was under the leadership of PATA Chapter Chairman Paul Albrecht and Chapter Board Members, Ernie Johnson, CTC, Catherine Curran and James Christiansen. Over 65 representatives from Sri Lanka's travel community met with the California group for a most unusual and informative afternoon workshop. It was an outstanding trip and a rich learning experience for those who participated. Just another one of the unique, unusual and enjoyable PATA workshops that have become so popular.

Ernie Johnston, CTC, is, among many other appointments, a member of SOCAL PATA's Board and chairman of your Research and Special Projects Committee.

PIONEER AVIATRIX LEADS BUSY LIFE AS MOTHER & LA TRAVEL AGENT

by Patrick Mathews

Edna Davis is the kind of person you have an immediate liking for. My wife and I first met her in the hill country of Thailand on a PATA post convention tour. Of course she never talked then or in the ensuing years of our friendship about her wartime adventures as a young aviatrix. It was in a casual conversation with a mutual friend that some details of her illustrious past became known to me. When I approached Edna with the idea of doing a PATAscope story for the benefit of our members she kindly supplied me with these most fascinating and historic photos and some details of those halcyon days.

Edna learned to fly while attending UC Berkley in 1943. She was soon enlisted by the US Army and trained at Avenger Field in Sweetwater, Texas. Women service pilots were not recognized then but this did not prevent the Army commissioning them for some of the tough war time jobs that needed doing at home. After graduation from Sweetwater she was one of 11 graduates out of a class of 22 girls who attended B-26 school at Dodge City, Kansas. The B-26 was considered a difficult aircraft to fly but these graduates proved that it needed a woman's touch and soon the girls were giving flight instructions to male pilots. In fact, Edna was the



Edna Davis is seen third from left with six fellow WASPs and their mascot.



Edna Davis at the controls of the B-26 Martin Marauder.

first woman to solo the Martin Maurader B-26. Later Edna was assigned to gunnery school towing targets for B-24s carrying trainee gunners at Harlingen, Texas.

Women pilots known as WASPs (Women's Airforce Service Pilots) played an important role in assisting in wartime readiness. From 1942 to 1944 the women, most of them in



Edna in flight in the four engined B-26

their 20's, ferried military planes around the U.S., towed targets for gunners in training centers and taught recruits how to fly. Records show that 38 of the women pilots were killed in aircraft accidents. But the Army, and later the Air Force, refused to consider them as officially part of the armed forces and they could not take advantage of the benefits of other World War II veterans. The WASP's tried for 33 years to gain military recognition and it wasn't until May 1977 that Congress passed legislation to declare the 1074 women pilots as World War II veterans.

Today, as well as an active SOCAL PATA member, Edna runs her own successful retail travel agency, The Travel Place. She is married to a former B-24 pilot, Jack Davis and they live with their son DeMott in Los Angeles.

The Travel Place recently announced incorporation. Officers of the newly formed corporation are — Edna Davis, President; Catherine Curren, Vice President, with Janie Kentwill promoted to manager.

SOCAL PATA CHAPTER COMING EVENTS

A CHRISTMAS STORY

by Catherine Curren, *The Travel Place*

When President Reagan decided to hold his 1983 Christmas Party at the Beverly Wilshire, our industry, at the last minute, scrambled to find an even better location. And so now, the Travel Industry announces the annual Christmas Party, the gala event of the year, will be held on the evening of Saturday the 10th of December at the luxurious new Sheraton Grande in the Grande Ballroom. Cocktails will commence at 6:30 p.m. to be followed at 8:00 p.m. by a delicious repast. PATA, ASTA, ARTA and COTAL have joined together to present an exciting evening not soon to be forgotten by their friends and supporters in the industry.

The party promises a little something for everyone. We have been fortunate to obtain the Pat Longo Band, whose name has been synonymous with big band sound for years, to entertain us for the evening. Their 16 piece band and lead vocalist will provide strains of the old greats and delightful tunes for those who wish to dance. Not to be outdone, the Christmas Party Committee has arranged for a D.J. with contemporary music to fill in during the band's intermission. Thus far the response has been terrific! The committee and sponsors

have worked long and hard to maintain the same cost as last year — \$40.00 per person, while upgrading every aspect of the evening. A table for ten is just \$380.00.



The spectacular, New Sheraton Grande on South Figueroa, site of PATA's 1983 Christmas Party.

We urge retailers, wholesalers, hoteliers, media personnel, NTO's and all industry suppliers to join in this celebration of a REUNION OF OLD FRIENDS! You will be ensured of an evening of light-hearted gaiety, frivolity and laughter. Please plan to attend to share in the fun of the Holiday Season and to toast a successful 1984!

ADVANCE **Australia** FAIR

On January 12 the Australian Tourist Commission will host the January meeting. Riding high after the America's Cup victory and well pleased with the great increase in tourism from North America, the ATC promise an entertaining and very informative day of seminars and information sharing. Australia is about to launch the largest advertising campaign ever in Southern California starting in January. The commission will use television for the first time as well as both newspaper and magazines to spread the word about one of the Pacific's hottest destinations. Alan Drew, the new Regional Manager of North America, stressed the importance of the retailer being well informed on all Australia has

to offer so that agents will be well positioned to take full advantage of this extensive campaign.

Prior to the evening function, a workshop will allow the opportunity for one on one sessions with the most important suppliers of the Australian product. These will include airlines, tour operators, coach and resort operators, hotel representatives and State government tourist offices. Ken Corbett, the ATC's Deputy Manager is co-ordinating the event and will welcome any inquiries. Call Ken at (213) 380-6060.

This promises to be a great evening. Please be sure to bring staff members.

SOCAL PATA ANNOUNCES ITS FOURTH ANNUAL PACIFIC SHOWCASE 1984

Mark your calendar for this important event

**TUESDAY, JANUARY 10
BAKERSFIELD**

6:00 p.m. — Dinner
Woolgrowers Restaurant
620 E. 19th Street

**WEDNESDAY, JANUARY 11
SANTA BARBARA**

6:00 p.m. — Dinner
Santa Barbara Marriott Biltmore Hotel

**FRIDAY, JANUARY 13
ANAHEIM**

7:45 a.m. — Breakfast
Sheraton Anaheim Hotel

**FRIDAY, JANUARY 13
NEWPORT BEACH**

12:00 noon — Lunch
Newporter Inn

Breakfast — \$4.00 • Dinner — \$6.00

CHAPTER & INDUSTRY NEWS



ALOHA KNAEFLER (right), Regional Director-Sales and Marketing, for ANA Hotels International in Los Angeles, greets M.K.H. Tan, Senior Vice President-Americas of Singapore Airlines, at breakfast at the Disneyland Hotel in Anaheim, hosted by the Century Park Sheraton-Singapore during the carrier's annual North American marketing meeting. The Century Park Sheraton-Singapore is part of ANA Hotels International, a division of all Nippon Airways.

South Pacific Tour Planners of Fiji are pleased to announce the extension of their unique "1 FREE FOR FIVE" offer now available through to January 31, 1984, with close-out over the Christmas/New Year period. The free arrangement covers air and land. Full details are available from: Journeyworld, New York, (212) 752-8308 (collect calls accepted). Percival Tours, Fort Worth, (800) 433-5656. Travelink Tours, Chicago, (800) 323-9887. World Travelers, Seattle & Honolulu, (808) 395-1320.

Early this year, Bob Wood and Geoff Ellis visited the U.S. and Canada on a sales promotion to introduce TOURPLAN PACIFIC to the industry. As a direct result of that visit, group sales related to Special Interest travel have been well over half a million dollars. "We have recognized a strong and growing demand from industry sources wishing to deal direct, thus reaping the obvious benefits", said Wood. Tourplan would be happy to hear from anyone who is interested in developing Special Interest traffic (F.I.T. or Group) to the South Pacific. BOB WOOD, Tourplan Australia, 27 Dunella St., Sherwood, Queensland 4075 Australia. Telex AA40472.

Published by
**Southern California PATA Chapter
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so cal PATA

If you have a suggestion, a story idea, or if you'd like to author a byline piece for a future issue of PATASCOPE, let us know. We welcome suggestions or assistance from members of the Southern California PATA Chapter. We also now accept classified or display ads. Call Patrick Mathews or Jo Pearce at (213) 653-5012 to discuss it or write Patrick Mathews, Travel & Leisure Magazine, 8383 Wilshire Blvd., Suite 212, Beverly Hills, California 90211.