

More limited approach

MEMORANDUM

October 21, 1982

To: Division Directors, Commissioners, and Office Heads
From: George G. Kundahl *gsk*
Executive Director
Subject: SEC's 50th Anniversary

Chairman Shad has asked me to develop an agenda for the Commission's 50th anniversary celebration. The Chairman has articulated a twofold objective for the celebration: (1) to evidence Congressional, industry and public appreciation for the superb contributions the SEC has made and is making to ensure the integrity of the nation's financial markets; and (2) to bring present and former staff together in the spirit of a family justly proud of 50 years of excellence.

With that in mind, I have prepared two draft agendas. The first reflects a full day of celebration. The alternate agenda, perhaps more in keeping with the Commission's reputation for austerity, presents a more restricted approach, similar to the celebrations held on the occasions of the Commission's 25th, 30th and 40th anniversaries. Along with the tentative agendas, I have included some notes of special interest. I would appreciate your reviewing this material and sending me your comments by November 15. I am particularly interested in learning whether you think the full-day approach or more limited celebration would be appropriate.

I look forward to hearing from you.

Attachments

Tentative Agenda for 50th Anniversary

- 10:00 - 11:00 SEC Open House -
As the new building does not have sufficient space to house many of the anniversary activities, an open house at the headquarters building will permit alumni, staff, and visitors to begin the celebration on SEC turf. Each division will stage presentations in their main office area, with all available former directors present. The presentations both oral and visual, will address developments and achievements over the past 50 years. Displays might include such items as the first registration filed pursuant to the 1933 Act or the first Stop Order Proceeding. Welcoming remarks by division directors will touch upon some highlights over the past 50 years.
- 11:00 - 12:00 Public Ceremony -
Former chairmen and commissioners will gather in the lobby to greet visitors and autograph copies of the 50 year history. On display will be copies of major works discussing the SEC, such as Joel Seleckman's forthcoming book and William Douglas' Go East Young Man. At 11:30 the dignitaries will proceed to the reviewing stand for a military band performance and formal issuance of the SEC commemorative stamp by the Postmaster General.
- Noon - 2:00 Luncheon -
Approximately 3,000 participants will be in attendance. The guest speaker would be a prominent administration or congressional official (e.g. George Bush or Howard Baker). The address would focus on key issues impacting the federal regulatory community with specific emphasis on the SEC. This talk will serve as the backdrop for the afternoon program.
- 2:30 - 5:30 Current Issues Program -
"The Commission: At 50 and Beyond." A series of speakers from Congress, prominent members of the securities industry, corporate America, the legal and accounting profession, and members of the investing public (e.g. Schreyer, Wriston, Bialken, D'Amato). The talks will address current initiatives by the SEC as well as future plans to further investor protection and facilitate capital formation.
- 6:30 - 8:00 Receptions -
The Chairman will host a reception to honor former Commission members and other distinguished guests. The Executive Director will host a reception to honor present and former staff.
- 8:00 - 10:00 Dinner -
An SEC Roast, with the head table seating current and former SEC Commissioners/Chairmen. The moderator would be a former commissioner or chairman with a good sense of the Commission's history (eg. Irv Pollock). Former and current SEC staff members will present or "roast" the head table with great and "not so great" moments in SEC history. The text of the "moments" will be gathered from present and former staff and organized prior to the program. The program will conclude with an address by the Chairman. The text will center on 50 years of excellence as a federal agency and family. Again, accommodations will seat approximately 3,000 participants.

Alternate

Agenda for 50th Anniversary

- 4:00 - 5:30 SEC Open House - As the new building does not have sufficient space to house many of the anniversary activities, an open house at the headquarters building will permit alumni, staff and visitors to begin the celebration on SEC turf. Each division will stage presentations in their front office area, with all available former directors present. The presentations, both oral and visual, will address developments and achievements over the past 50 years. Displays might include such items as the first registration filed pursuant to the 1933 Act or the first Stop Order Proceeding. Welcoming remarks by division directors will touch upon highlights over the past 50 years.
- 6:30 - 8:00 Reception at a large hotel (i.e. Sheraton Washington or Shoreham)
- 8:00 - 10:00 Dinner - Hotel Ballroom. The dinner will feature addresses by past Chairmen and Commissioners.

Notes of Special Interest

- Date:** Monday, July 2, 1984. While the Act which created the Commission was signed into law on June 6, 1934, the first Commission meeting was held on July 2, and this date historically has been observed.
- Stamp:** The Commission is still working to secure the Postmaster General's approval of a commemorative stamp making the 50th Anniversary. Every effort will be made to arrange for a fanfare issuance of the stamp at the SEC headquarters on the day of our anniversary ceremonies. We envision a reviewing stand, a band, and a formal presentation by the Postmaster General.
- History:** Public Affairs will be asked to prepare a 50 year history of the SEC. The Executive Director's Office will update the publication - "Everything you always wanted to know about SEC Commissioners but were afraid to ask," which was prepared and disseminated at the 40th Anniversary. In the building lobby will be a display of the array of materials dealing with the Commission to include Professor Joel Seleckman's soon to be published history, William O. Douglas' Go East Young Man, the 25th anniversary history, etc. Hopefully this will be a permanent display throughout 1984, if the building owner agrees.
- Media:** In the full-day approach, Public Affairs will handle the media aspects of ceremonies, assuring full TV and radio coverage of the stamp presentation and the Vice President's speech. The alternate schedule would be more subdued, and hence the agency might not want to call attention to itself.
- Art:** The Graphics Shop will design a logo for the 50th Anniversary. The logo will be used on invitations and programs and will appear in banner form as a backdrop for the various events.
- Printed Materials:** Public Affairs and the Print Shop will coordinate preparation of the invitations and programs. Invitation lists, assembled for the major issues conference, the 40th Anniversary, and similar events will quite naturally be heavily relied upon.
- Finance:** Attendees will be asked to pay cost directly associated with the costs of the various events in order to encourage the broadest participation possible. Hopefully the agency's contribution will be minimal and not require highlighting in formal materials justifying annual appropriations.