



# THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

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## PEOPLE, PLANS AND PROGRESS --- TOKYO '68

Plans are progressing well for the big solo trade exhibition in Tokyo next spring, announced July 7 by Secretary Freeman.

A preliminary design was unveiled in mid-August for a USDA review group, including Tokyo Attache Elmer Hallowell, in FAS/W before beginning home leave. Plans received general approval and after intensive review and revision will provide a basis for construction contract to be let in November.

Invitations to U.S. business firms to participate have already gone into the mail, as well as invitations to all 50 States to show their products in a special "Avenue of States." Advance interest indicates heavy participation in both areas.

A full-time staff for the big event is taking shape. Elmer Winner, ex-assistant attache and manager of the Trade Center in London, is heading the team as Director of Tokyo '68. Assisting him is Galen Yates, ITFD. Berk Beukenkamp is handling liaison with the market development cooperators. On the Tokyo side, Edd Lemons, former Oklahoma Extension Editor, has been added to the attache staff to work full time on the exhibition.



Harumi Pier -- Site of Tokyo '68 Exhibit

## NEW ASSOCIATE ADMINISTRATOR LAUDS "IMAGE" OF FAS

Taking office August 1 as our new Associate Administrator, Roy Lennartson got a fast breaking-in with three weeks as acting Administrator while Ray Ioanes took his longest vacation in many years.

At his initial staff meeting, Roy expressed his pleasure and anticipation at joining an agency with what he calls "an enviable image throughout the Department, the Congress and the whole Government."

"I look forward," he said, "to maintaining that image and working in the many fields where FAS is active and where the counsel of its staff is essential and is eagerly sought."

In a further special message to the field staff prepared for the FAS Letter, the new Associate Administrator said:

"One of the real rewards of this new position is the opportunity to work

(more)



Roy Lennartson and his Secretary Thelma Burnette on their new jobs with FAS.



### MORE MILEAGE FROM ATTACHE REPORTS

Attache reports are now getting expanded use on both the West and East coasts. This is a result of a system worked out by the General Sales Manager's offices in San Francisco and New York to make copies of attache reports readily available to agricultural and trade people.

GSM field representatives Cal Duffy in San Francisco and Joe Reidinger in New York report the response has been almost overwhelming.

People taking advantage of the service have said: "The agricultural attache reports are very thorough and complete. They are a real service to the industry"... "We didn't realize before that such good information on foreign agricultural situations, market potentials, competition, etc. was available."

### FAS PEOPLE SAFE IN EARTHQUAKE

Although all FAS personnel fortunately escaped injury in the recent earthquake in South America, the Caracas apartment building in which Mildred Rutledge was living sustained extensive damage and was condemned. Mildred, who at the time of the quake was secretary in Caracas, has since returned to FAS/W for consultations, home leave, and reassignment.

*REVIEWING ATTACHE REPORTS in GSM office New York are executives of the World Dairy Products Corporation. Left to right -- Robert F. Wernersbach, vice-president of the corporation; Joe Reidinger, GSM representative; and C. U. Largiader, secretary, World Dairy Products Corporation.*

(Lennartson -- from page 1)

with the capable and highly qualified people of the Agricultural Attache organization. In the entire FAS staff, I know of no group that is more highly respected.

"Through the years, I have come to know many Agricultural Attaches. I clearly understand their qualifications and abilities. They are top people--knowledgable, personable, useful public servants. I look forward to meeting more of you--I hope all of you--in the months ahead. Be sure to come in and see me when you are back home."

Roy is no stranger to the people and the work of FAS. He comes to his new post from the No. 2 spot in the Consumer and Marketing Service, whose commodity divisions maintain a constant line of communication with counterparts in FAS. He has a wide acquaintance among the business firms that engage in foreign agricultural trade and has had administrative responsibility for many USDA programs with export aspects--inspection and grading, regulatory, school lunch, and others.

He attended an Agricultural Attache conference in Paris in 1958 and in 1965 was a member of a Department group that went to Germany, Belgium, and the U.K. to promote meat exports.

Like "Esky" Eskildsen, his predecessor, Roy is a native of Minnesota. He is a graduate of the University of Maryland and started his USDA career in 1936 with the Farm Credit Administration.

Mrs. Thelma Burnette, Roy's secretary, came with him from C & M S to FAS.

KUNIO UYENO, agricultural specialist at the U.S. Trade Center, Tokyo, who is the "right arm" for USDA Trade Center Manager Bill Schaal, accompanied a team of Japanese seed tradesmen to the States during July. This was Uyeno's first trip to the U.S. In addition to serving as interpreter for the team and assisting them with the trade explorations in the U.S., Uyeno also spent some time in FAS/W. Uyeno (extreme right) is pictured with the team visiting in Clancy Jean's office, director, Grain and Feed Division.



### TEN LOCAL OVERSEAS STAFF EMPLOYEES TO PARTICIPATE IN TRAINING PROGRAM

Ten local employees of overseas attache offices are scheduled to participate in a 6-week training program in the United States Sept. 18-Oct. 27. Purpose of the program is to give the foreign assistants a better understanding of the FAS/W operation and other functions of USDA which are related to our export programs. Their schedule in Washington will include a study of a revised statistical reporting system in the FAS Reports and Statistics Division, grading and quality controls for U.S. agricultural commodities for export, and our methods of crop estimating. The visitors will also participate in a field trip in which they will have the opportunity to study and observe the production, processing, and marketing of U.S. agricultural products. The 10 members of the group are Luis Humberto Arrese, Lima; Said Bahreyni, Tehran; Mustafa Djafer Baser, Ankara; Eduardo A. Descalzo, Buenos Aires; Mathilda M. Micsky, The Hague; Damian Miranda, Quito; Kenzo Naito, Tokyo; Tammanoon Premsoontorn, Bangkok; Jawhar A. Thadani, Bombay; and Yueh Tung, Hong Kong.



Attache Frank Ehman is on home leave after completing his Port of Spain assignment and will arrive in Belgrade in mid-October to take up his new duties.

### SKIPS SHIP FOR SMOOTH TRIP

Attache Art Rollefson made certain he would not be inconvenienced a second time by troubled waters in his return trip across the Atlantic to his Copenhagen post. He took a plane. The best laid plans of Art went agley in June when his vision of 7 days of relaxed study aboard ship enroute to the States for consultations and home leave came to naught due to exceedingly rough seas. During their visit in the States, Art, his wife, Lois, and son, Martin, who had just completed his sophomore year at Copenhagen International High School, were guests of the Rollefson's daughter, Erica, a senior at St. Olaf College, Northfield, Minn.

MR. SHEO-CHENG FENG, second from right, is shown holding his 10-year service pin and copy of promotion after ceremonies in Hong Kong. The awards were presented to the agricultural analyst by Consul General Edward E. Rice. Also present were John Wenmohs, right, agricultural officer, and Henry Allen, left, chief, refugee migration unit. Mr. Allen's father had been Mr. Feng's teacher at the Boone School (American Missionary), Wuchang.





*GORDON NICKS has joined the Attache Service and is headed toward a January assignment as assistant agricultural attache in Tokyo. Gordon, his wife, Helen, and son, Brian, enjoyed an early July vacation in Iowa prior to his beginning six months foreign language training.*



JACK McDONALD arrived in Rio de Janeiro early this month to enroll in a special Portuguese language course for 16 weeks. Later this year he will replace Jerry Kuhl as attache in Rio when

Jerry returns for an assignment in FAS/W. Jack returned to the Attache Service after working in the Office of the Secretary for one year. He also served as assistant attache and acting attache in Ottawa. He was accompanied to Rio by his wife, Inez, and daughter, Kay, a 10th grade student. Two other daughters will join the McDonalds next June. Meredith Ann, a Spanish major, is beginning her junior year at the University of Madrid, and Jeanne is a sophomore at Hillsdale College, Mich.

Ford Milam has rejoined FAS and is now attache in Lisbon. He replaces Larry Thomasson who has returned to Washington for reassignment in the Program Operations Division. Ford has been on assignment to the International Bank for Reconstruction and Development, Rio de Janeiro since October 1966. Ford's earlier attache assignments were in Brazil and Liberia.



Attache Carl Winberg, Rawalpindi, was in FAS/W during August for consultation. Before his Rawalpindi assignment, Carl served as acting attache in Bangkok while Attache Sam Work was on home leave and consultations. Carl is in a familiar stamping ground for he had attache service also in Rangoon, Djakarta, and New Delhi.



Norman Kallemeyn arrived early this month in Hong Kong to serve as assistant attache.



*BEFORE BOB EVANS, second from right, agricultural officer, Bombay, returned to the States this month for home leave and reassignment, he and Ferenc Molnar, Exec. Vice-President, Soybean Council of America, inspected a model of a vegetable oil tank farm which began operating in the Bombay area May 1. They are pictured with two vegetable oil executives of India, from left, Molnar; R. K. Balbir; and Maharajkumar Virendrasingh.*

ASSISTANT ATTACHE DONNA HERSEY has completed her assignment to The Hague and left the dikes and waterways of The Netherlands for home leave in the States and reassignment to Caracas.



Attache John Scholl was on home leave from his Mexico City post and has returned for a brief period before being reassigned to FAS/W. Replacing John will be Bill Rodman, who has recently completed the Senior Seminar in Foreign Policy sponsored by the State Department's Foreign Service Institute. Bill has served as attache in Australia and Costa Rica and as assistant attache in Argentina and Canada. He has been also chief of the foreign marketing branch, Livestock and Meat Products Division, FAS, and acting director of the division. Bill and Helen have three children, Katharine, Bill, Jr., and Joan.

Assistant Attache Gerry Shelden, Paris, spent the summer in the States preparing for his new assignment as attache to Monrovia. Gerry takes the post held by Dudley Williams who returned to FAS/W in July for reassignment in the Program Operations Division. Wife Carol and the two younger children, Brian and Kristin, went to Cleveland in May to visit her parents and to await the arrival of the Shelden's fifth child, Laura Beth, born July 29. The older boys, Mark and Eric, accompanied Gerry to Washington in June.



Elizabeth Sparks, secretary at Hong Kong, is on home leave after which she will be given a Washington assignment.



Clyde Keaton, who returned to FAS/W in July after attache service in Belgrade, has been assigned to the office of the General Sales Manager.

CELEBRANTS OF A FAREWELL AND HELLO RECEPTION for two members of the Bangkok attache office staff took time out to pose for this photo in the Sam Work residence. Goodbyes were said to Frances L. Boczon, left, departing secretary, and a welcome extended to her replacement, Ann Armentrout, third from left. Others, from left, are Bhornchai Kunalai, marketing specialist; Attache Work; Jurie Kunalai; Yupa Premsoontorn; Mrs. Work; and Tammanoon Premsoontorn, agricultural specialist.



MR. AND MRS. ALBERTO E. NAPOLES were married April 29 in Hato Rey, Puerto Rico. The bride, the former Raquel Maria Amram, was a foreign national secretary in the office of the agricultural attache in Cuba, and after the Embassy was closed worked with FAS/W as a secretary. She later went to the Pan American Union and was employed in Puerto Rico.





*A COLLECTION OF BOOKS on forestry was presented on behalf of USDA Secretary Orville L. Freeman and USIA Director Leonard Marks to Fernando Lopez, center, Vice President and Secretary of Agriculture of the Philippines. The presentation was made by Agricultural Attache Roy Paramore and Cultural Attache Dr. Dorothy Dillon. Forestry is the second most important export commodity in the Philippines.*

Attache Harry Varney, Pretoria, traveled extensively this summer in some of the newly independent African countries, including a week in Botswana inspecting the livestock industry upon invitation of the Botswana Minister of Agriculture.



The District of Columbia chapter of the Society of Forty and Eight (honor society of the American Legion), presented its annual Jewel of Service award this year to Horace Sears of FAS' Grain and Feed Division.



## REVIEW RECORD HANDLING IN L. A.

A review of filing practices and problems of 11 Latin America agricultural attache posts was conducted by two members of the FAS/W staff during late August and early September. The visits of Blanche M. Lauck, management analyst, and Rose Mary Bland, overseas secretary TDY/Washington, served a dual purpose.

They discussed with attaches and secretaries the revised FAS/W Records Handling Handbook with emphasis on a better understanding of the updated file classification and disposition of out-dated records. Upon returning, they familiarized FAS/W with internal working methods at the post and some of the problems our secretaries encounter in filing and disposing of records. This information will help provide a basis for the final revision of the Records Filing Handbook and the Records Disposition Handbook to be published by Dec. 31.

Posts visited by one or both were Port of Spain, Rio de Janeiro, Montevideo, Sao Paulo, Santiago, Lima, Quito, Caracas, Bogota, San Jose, and San Salvador.



Attache Clayton Whipple is on home leave following which he will return to his post in Brussels.



Assistant Attache Bill Davis is back in Ankara after spending home leave in the States.

◀ Shortly before leaving the USSR, Attache Brice Meeker, right, chats with Henry Schacht, leader of a California Agricultural Trade Mission to the Soviet Union. The objective of the trade mission was to explore the market for California agricultural machinery, food products, and food processing equipment. Mr. Schacht is vice president-secretary, California Cannery and Growers, San Francisco. Brice is currently acting attache in The Hague.