

The original documents are located in Box 63, folder “1976/12/01 - Rockefeller Public Service Awards Recipients” of the James M. Cannon Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

November 30, 1976

MEETING WITH RECIPIENTS OF THE ROCKEFELLER
PUBLIC SERVICE AWARDS

Wednesday, December 1, 1976

10:15 a.m. (10 minutes)

The Oval Office

FROM: Jim Cannon *Jim Cannon*

I. PURPOSE

To meet with the recipients of this year's Rockefeller Public Service Awards.

II. BACKGROUND, PARTICIPANTS & PRESS PLAN

A. Background: The Rockefeller Public Service Awards program was initiated in 1952 by John D. Rockefeller 3rd to honor outstanding employees in the federal government. Its purpose was to recognize extraordinary public service, enhance the attractiveness of careers in the federal government and encourage talented individuals to remain in government. The award is \$10,000.

The decision was made this year to widen the scope of the program to recognize outstanding contributions in public service within or outside of government service. The awards which will be presented at a luncheon this afternoon will be the first under this broader concept.

A brochure on the program is attached at Tab A.

You presented the last awards on December 4, 1974.

B. Participants: A brief biography of each recipient is attached at Tab B.

C. Press Plan: White House Photographer



III. TALKING POINTS

None required.

PARTICIPANTS

William G. Bowen, President, Princeton University

Donald E. Stokes, Dean, Woodrow Wilson School

Rufus E. Miles, Advisor, Rockefeller Public Service Awards

Ingrid Reed, Administrative Director, Rockefeller Public Service Awards

John D. Rockefeller, III

John Harr (Rockefeller's Associate)

Princeton University WOODROW WILSON SCHOOL
OF PUBLIC AND INTERNATIONAL AFFAIRS
PRINCETON, NEW JERSEY 08540

ROCKEFELLER PUBLIC SERVICE AWARDS
609-452-4838

1976 ROCKEFELLER PUBLIC SERVICE AWARD WINNERS

SUMMARY STATEMENTS OF ACHIEVEMENTS

Dale Bertsch--Restructuring Intergovernmental Relationships

Dale Bertsch, Executive Director of the Miami Valley Regional Planning Commission in Dayton, Ohio, has been selected to receive a 1976 Rockefeller Public Service Award for his outstanding work in the area of Restructuring Intergovernmental Relationships. As Director of the Commission since its inception in 1964, Dale Bertsch led the development and successful implementation of a housing dispersal plan which has provided low-and-moderate-income housing throughout the entire metropolitan Dayton area--suburban and rural, as well as the inner city. As a professional public administrator, he has effectively combined technical competence, personal courage, and political sensitivity in establishing a model of metropolitan cooperation for the nation.

Ira DeMent--Management of Social Conflict

Ira DeMent of Montgomery, Alabama, United States Attorney for the Middle District of Alabama, has been selected to receive a 1976 Rockefeller Public Service Award for his outstanding work in the area of Management of Social Conflict. Working for reform of over-crowded and ineffective institutions for juvenile offenders, prisoners and mental patients, Ira DeMent has played a critical role in litigating landmark court cases which have affected the welfare of incarcerated persons in Alabama and throughout the country. Concerned with the implementation of new programs, Mr. DeMent has developed broad public support for change and, in cooperation with heads of institutions and agencies, has devised plans for up-grading treatment. Mr. DeMent's exceptional accomplishments indicate that one dedicated and courageous individual can play a decisive role in assuring the protection of the constitutional rights of citizens.

Herbert Sturz--Administration of Justice and Reduction of Crime

Herbert Sturz, Director of the Vera Institute of Justice in New York City, has been selected to receive a 1976 Rockefeller Public Service Award for his outstanding work in the area of the Administration of Justice and the Reduction of Crime. A pioneer in the development of imaginative programs in criminal justice, Herbert Sturz has spearheaded innovative approaches to solving the problems of unjust bail practices, employment of ex-offenders, alcoholism, and drug abuse. These successful efforts have led to the development of similar programs in other cities in this country, as well as in London and Paris. He has been a leader in creating model programs--such as the Wildcat Service Corporation--which provide basic work skills and jobs for persons unable to cope with

competitive employment situations. His initiatives demonstrate that a small private agency, such as the Vera Institute of Justice, can have a profound effect on government programs.

Ernest G. Green--Expansion of Employment Opportunities

Ernest G. Green, Executive Director of the Recruitment and Training Program in New York City, has been selected as a co-winner with Bernice Sandler of a 1976 Rockefeller Public Service Award for outstanding work in the area of Expansion of Employment Opportunities. Ernest Green has mobilized government and union support to open apprenticeship opportunities in the building trades for minority workers and has developed a carefully conceived Outreach program, complete with counseling and other support services to recruit, train, and place minority youth in construction industry apprenticeship programs. This program has become a model for similar efforts throughout the nation to expand employment opportunities for women, as well as minority groups in a variety of fields. Ernest Green's efforts to prepare workers and to enlist the cooperation of governments, industries and trade unions represent an important first step toward removing remaining barriers to equal employment opportunity.

Bernice Sandler--Expansion of Employment Opportunities

Bernice Sandler, Director of the Project on the Status and Education of Women of the Association of American Colleges in Washington, D.C., has been selected as a co-winner with Ernest G. Green of a 1976 Rockefeller Public Service Award for her outstanding work in the area of Expansion of Employment Opportunities. As the head of the Action Committee for Federal Contract Compliance of the Women's Equity Action League (WEAL), and in other capacities, Bernice Sandler has worked actively to increase job opportunities, at all levels, for women in education and in other fields. She forcefully has led efforts to combat discrimination as a congressional staff person, as Deputy Director of HEW's Women's Action program, and now as head of the Project on the Status and Education of Women. Her successful achievements demonstrate that one individual can mobilize the governmental process on behalf of equality in education and employment, and ultimately can have a significant impact on the society.

Donald S. Brown and David Shear--Redefining the Role of the United States in the World Order

Donald S. Brown, Mission Director, United States Agency for International Development, Egypt, and David Shear, Director of the Office of Sahel and Francophone West Africa, AID, have been selected to share a 1976 Rockefeller Public Service Award for their outstanding work in the area of Redefining the Role of the United States in the World Order. Working as a team, Donald Brown and David Shear have spearheaded the United States' response to the severe multi-year drought that hit the Sahelian region of Sub-Sahara Africa beginning in 1969. Realizing that emergency relief would not begin to meet the basic needs of the Sahel, they were instrumental in the creation of a comprehensive long-range development and investment plan. As a result of their vision and organizational skills, the United States has assumed a leadership role in gaining multilateral cooperation designed to make the Sahelian nations self-sufficient in food production and increasingly self-reliant in social and economic development.



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