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Last Updated: 02/10/2025



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

February 1, 1985

TO: Ann Higgins
Special Assistant to the President for
Special Presidential Messages

FROM: Ash Hayes *Ash*
Acting Executive Director
President's Council on Physical Fitness
and Sports

SUBJECT: Presidential Message

Coach Allen has asked me to request a Presidential message for this year's Fitness Award Dinner on April 15 at the New York Hilton. Because Mrs. Reagan is the principal honoree, the President was not asked to be honorary chairman, but his letter would be appreciated.

Enclosed is a proposed letter.

cc:
Michael McManus

Dear George:

It gives me great pleasure to welcome our good friends to the 1985 National Award Dinner.

It is important to recognize those who are making important contributions to the health and fitness of all Americans. Through their fine examples and leadership, they have become vital members of our national physical fitness and sports team.

Please express my appreciation to those who have helped make this event possible. I wish everyone a most enjoyable and successful evening.

Sincerely,

Ronald Reagan

The Honorable George Allen
Chairman
National Fitness Foundation



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

December 21, 1984

MEMORANDUM:

TO: David Waller
FROM: Ash Hayes *Ash Hayes*
SUBJECT: PCPFS - NFF/USFA Relationships

This is a follow-up to our discussions of last week.

You are aware of our structure and internal organization under Executive Order 12399; therefore, I will not elaborate on it. In meeting responsibilities spelled out in that order, we carry out activities funded by our regular budget and also activities supported by various agencies, associations, and businesses. In fact, the large majority of individual projects are funded by business and industry.

One page statements on some of these projects are enclosed (enclosure A). Enclosure B is our policy statement for participation in these joint projects.

I view the relationship of the President's Council on Physical Fitness and Sports (PCPFS) and the National Fitness Foundation (NFF)/U.S. Fitness Academy (USFA) in carrying out similar goals and objectives to be like other Government agencies and private entities which appear to replicate, but in fact supplement, functions carried out by each other. Some examples are as follows:

1. The Centers for Disease Control (CDC) has a "Center for Health Promotion and Education" with a "Division of Health Education" which functions in cooperation with and support of various non-Federal Government efforts at places such as schools, universities, and medical centers.
2. The Science and Education Administration of the Department of Agriculture "coordinates ... teaching programs" which would be similar to nutritional and home economics education carried on elsewhere in schools, universities, etc.

Many of these schools, universities, and medical centers receive grants from various Federal funding sources to carry out their work in research and development. In fact, CDC's health education unit has many grants going to health education efforts in schools.

A different area of relationships between the PCPFS and the NFF/USFA is participating leadership. The fifteen PCPFS members receive no honorarium, only expenses for their involvement in Council meeting activities according to Government travel regulations.

Special Advisors to the PCPFS are prominent men and women from the private sector (mostly corporation presidents, chief executive officers, and board chairman). These eighty people receive no reimbursement of any kind and pay their own expenses to attend meetings. They are invited to be members by Chairman George Allen. These individuals provide leadership ideas and financial support for specific projects in physical fitness and sports. This support comes from individual companies in accordance with our policy. This group has no formal structure and there is no Special Advisor budget of any kind. The PCPFS members sometimes come to meetings of the Special Advisors at their own expense.

People Involved:

A. PCPFS

George Allen, Chairman
Dr. Bernard R. Cahill
Dr. Donald L. Cooper
Thomas J. Fatjo, Jr.
Mitch Gaylord
Dr. Warren K. Giese
Dorothy Hamill
William E. LaMothe
The Reverend Donn D. Moomaw
Wayne Newton
Dr. Mark L. Saginor
Roger Staubach
Jere Thompson
Ronald Walker
David A. Werblin

B. These are the most recent lists of board members for the NFF and USFA that have come to my attention.

NFF Board of Trustees (all but Mathias are members of the
PCPFS Special Advisors group)

Bob Mathias
Richard W. Kazmaier
Charles M. Kittrell
Edward W. Frantel
Tenley E. Albright, M.D.
Susie Timkin
Dr. Casey Conrad - President
Dr. E. M. Vandeweghe
Peter M. Dawkins

USFA Board of Trustees (this is from a list dated March 13, 1984)

George Allen, Chairman
Bob Mathias, Vice Chairman
Charles Kittrell, Secretary
Ed Frantel, Treasurer
Richard Kazmaier
Tenley Albright, M.D.
Ronald Walker
Pat Turner-Smith
Frank McKinney

This is minimal information, and I would be pleased to help clarify the situation with a more detailed discussion. Please telephone me if you have any questions.

cc:

Allen

McManus

1

2

Enclosure A

SAMPLE PCPFS PROJECTS

Presidential Physical Fitness Award Program
The National Conference on Youth Fitness
Fitnessgram
National Physical Fitness and Sports Month 1985
The 1990 Objectives for the Nation
Business and Industry Symposium
Governors' Councils on Physical Fitness and Sports
Biz/Net TV Programs
National Women's Conference and Followup
Public Service Advertising Program
Federal Fitness Programs

PRESIDENTIAL PHYSICAL FITNESS AWARD PROGRAM

The Presidential Physical Fitness Award program recognizes students, ages 10-17, who demonstrate exceptional physical achievement. Established in 1966, the program is administered by the President's Council on Physical Fitness and Sports and the American Alliance for Health, Physical Education, Recreation and Dance(AAHPERD). The award is based on performance on the AAHPERD Youth Fitness Test, which measures physical strength, stamina, speed, agility and coordination. The test items are situps, shuttle run, standing broad jump, 50-yard dash, 600-yard run, and pullups for boys and flexed-arm hang for girls. In the 1983-84 school year, an estimated 18 million children were tested and 370,000 won the award.

Associated with this program is the State Champion Program, which recognizes schools that qualify high percentages of eligible students for the award. Schools are categorized by enrollment, and the school in each of three enrollment categories with the highest percentage of students earning the award is the winner. There are three winning schools in each state and during the 1983-84 school year, 382 schools in 52 states participated in the State Champion Program.

THE NATIONAL CONFERENCE ON YOUTH FITNESS

The physical fitness status of today's youth was addressed at the National Conference on Youth Fitness which took place on June 8-9, 1984, at the Washington Hilton, Washington, D.C. Presented by the President's Council, with the support of Campbell Soup Company and 31 of the nation's leading youth-serving agencies, the conference reviewed the need for youth fitness, the status of youth fitness, the roles and responsibilities for this important aspect of youth development, and physical education programming.

More than 300 school officials, youth agency administrators, recreation directors, university professors and students attended the event. Kathleen Sullivan served as a moderator for one of the sessions and George Steinbrenner was the guest speaker at the banquet.

Among the recommendations suggested to improve youth fitness were: stronger physical fitness components in youth programming; youth fitness curricula which includes disabled children; corporate support of school and/or recreation fitness programs; and renewed emphasis on the importance of leadership training. The conference encouraged those who attended to make physical fitness a high priority in their programs. Proceedings should be published in early 1985.

FITNESSGRAM

FITNESSGRAM is a computerized physical fitness report card which provides students, parents and teachers with a complete fitness profile on each child. This pilot program introduced by the President's Council on Physical Fitness and Sports in cooperation with the American Alliance for Health, Physical Education, Recreation and Dance is based on a reporting system developed by the Institute for Aerobic Research. The program is funded by the Campbell Soup Company, a major corporate sponsor of national emphasis on physical fitness and health.

The program design is to feature the use of the AAHPER National Youth Fitness Test to measure student fitness performance in elementary and secondary schools. In addition to the results of the AAHPER Test, the FITNESSGRAM provides information on: how a student ranks against the national norm for each test item; an overall fitness score and its rank against the national norm; the student's height and weight; and an "exercise prescription" or recommended activities for improving fitness, as needed. Students can also qualify for the valued Presidential Physical Fitness Award on this test.

The FITNESSGRAM was introduced in the Tulsa, Oklahoma schools in the 1982-83 school year to 9,000 students with test administration in October and March. It became a statewide pilot project in Oklahoma for 1983-84.

State Coordinators and pilot schools in all states have been selected for a national trial run in 1984-85. This experimental expansion of FITNESSGRAM will utilize the computer services of the Institute for Aerobic Research for most participating schools. A second phase will include providing software for a few schools with access to their own appropriate computer services.

Additional information about participation in FITNESSGRAM is available from:

**Dr. Raymond Ciszek
AAHPERD FITNESSGRAM Coordinator
American Alliance for Health, Physical
Education, Recreation and Dance
1900 Association Drive
Reston, VA 22091
(703) 476-3430**

National Physical Fitness and Sports Month

1985

We continue to be encouraged with the growing interest in National Physical Fitness and Sports Month. Since its inception in 1982, it has been financially supported exclusively by the private sector.

Promotional information for 1985 is presently being printed for distribution. The Roller Skating Rink Operators Association has agreed to print 30,000 posters and Shedd-Brown of Minneapolis will print 15,000 brochures. Both sources indicate the material will be ready and available for distribution in December.

The growing interest in this event is attributed in part to expansion of fitness programs in recreation and park departments. These agencies have developed and implemented special events to recognize Fitness Month as well as to highlight unique services.

In 1985 we will endeavor to increase participation of local school districts as well as hospitals and other medical care agencies. These agencies have a vital role to play in the nation's preventive health care initiative. Fitness Month is one umbrella under which this linkage can occur.

Brochures and posters will be mailed to 6,500 agencies in late December. We anticipate a record number of requests for Fitness Month information will come as a result of announcements in various publications, including our own newsletter.

THE 1990 OBJECTIVES FOR THE NATION

In 1981, the Public Health Service had launched an intensive effort to improve the health of the American people, including improvements in the area of physical fitness and exercise. The President's Council was assigned as the lead agency for the Department of Health and Human Services in the area of measurable goals to be achieved in physical fitness and exercise by the year 1990.

To date, there are nineteen public and private agencies represented on the physical fitness and exercise committee. The Council monitors new program activities and research which is undertaken by these agencies and then prepares a presentation for the Assistant Secretary for Health. Increased emphasis on analysis of information will be undertaken by the Center for Disease Control.

Some of the public agencies with major impacts in our area of concern include: the National Heart, Lung and Blood Institute, the Administration on Aging, the Department of Education, the National Center for Health Statistics, Indian Health Service, National Institute of Mental Health, and the National Institute of Arthritis, Diabetes, and Digestive and Kidney Diseases.

An update of activities is scheduled to be presented to the new Assistant Secretary for Health in March 1985.

BUSINESS AND INDUSTRY SYMPOSIUM

A series of Business and Industry Symposiums have been developed on a regional basis to promote the concept of employee physical fitness and also provide information on the concepts and developments of these programs. These programs are cosponsored by the President's Council on Physical Fitness and Sports, American Medical Association, Living Well, Universal Gym and Campbell Soup Company. Approximately, 300 representatives from business attend these conferences which feature, along with nationally known experts speaking on various elements of corporate fitness programs, followup consultation service on a free basis to the companies and individuals registering for the meeting. Two Business and Industry Symposium meetings are held each year.

GOVERNORS' COUNCILS ON PHYSICAL FITNESS AND SPORTS

Thirty-two states currently have Governor's Councils on Physical Fitness. They have been organized into a National Association of Governors' Councils on Physical Fitness and Sports (NAGCPFS) for greater effectiveness. Most of them are patterned after the PCPFS and assist the Council in carrying out the national program. Seven of the state councils carry the term "Health" in their title, two councils refer to themselves as "Wellness and Physical Fitness" councils and one state has included the term "Sports Medicine" in its name. Only nine state councils have been formed as an Executive Order.

BIZ/NET TV PROGRAMS

The Council continues its cooperation with the US Chamber of Commerce in the development of TV programs for Satellite Transmission to member Chambers across the country by subscription. The shows have also been picked up on selected cable TV networks and UHF stations. The potential viewing audience for these shows is 30 million people. Recent programs included interviews with Ambassador L. Bruce Laingen, who was held captive for 445 days in the American Embassy in Iran, Army medical/fitness leaders discussing the US Army Fitness Program, and Dr. Gideon Ariel and his computerized exercise machine. A new series of three minute shows have been started which feature the sports included in the Presidential Sports Award Program. Biz/Net is now carried in 28 markets including, Washington, DC, Dallas, San Diego, Santa Fe - Albuquerque, Chicago, Cleveland and Green Bay. The program is carried on 2 cable networks, 4 individual cable systems and 24 broadcast stations.

Copies of tapes have been offered to the State Departments of Education for use on their educational television network. The PCPFS seal is shown at the beginning and end of each program.

NATIONAL WOMEN'S CONFERENCE AND FOLLOWUP

The first one-day conference followup to the National Women's Leadership Conference on Fitness held in Washington, DC in April 1984 has been planned by North Carolina. The North Carolina Governor's Council on Physical Fitness and Sports announced that December 6, 1984 will be the date for the meeting. The one-day meeting has included on its program such items as follows:

- Earlybird Fitness
- The Essential Nature of Fitness
- Turnaround Workshop
- Women and Exercise - Puberty to Menopause
- Women and Exercise - The Later Years
- Strength Training
- Fitness and Nutrition for the Traveling Working Woman
- Youth Fitness - Exercise and the Pre-pubescent
- Psychological Aspects of Fitness
- Nutritional Facts and Fallacies

and breakout sessions on:

- Stress Management
- Self-Defense
- Pre and Post-Natal Exercises
- Fitness Motivation

Several other states including Pennsylvania, California, Oregon and Arizona, have contacted the Council and indicated that they are also planning for one-day conferences. The Maryland Commission on Physical Fitness will hold their State Women's Conference in May 1985.

PUBLIC SERVICE ADVERTISING PROGRAM

Each year the Council pursues two campaigns through radio, TV, and print public service advertising. The materials are prepared under contract and released at appropriate times during the year. In addition, backup materials are prepared and distributed in response to questions arising out of the media exposure.

This year we will once again establish a contract through the small business set-aside mechanism. The contract will coincide with the calendar year and will have youth fitness as the highest priority, followed by family and corporate fitness.

These public service materials have been well received over the years and have prompted the large volume of mail to which the Council responds. Last year we opened over 60,000 pieces of mail.

A significant element of the advertising effort is concentrated on posters and an assortment of print ads designed to accommodate various space requirements. Our experience is that materials distributed over the years continue to be used when time and space permit. Consequently, PCPFS ads are widely recognized and used by broadcasters in our Armed Forces, the commercial and educational TV stations and cable systems. With the heightened interest in fitness, these ads can frequently be seen during prime time as well.

FEDERAL FITNESS PROGRAMS

In carrying out its responsibilities under the Executive Order, the PCPFS initiated efforts to promote health and fitness for the more than 2.7 million Federal workers across the nation. Beginning in 1981, with the establishment of the Federal Interagency Health/Fitness Council, which functions under the auspices of the PCPFS, major initiatives are being carried out to enable employees to enroll in worksite fitness programs.

Two years ago the PCPFS launched a new effort with the inauguration of the FIT concept (FIT is an acronym for Fitness Implementation Teams) whereby small teams of health and fitness specialists are placed at the disposal of agency administrators who, with the aid of specially developed FIT Kits, establish programs based on public and private sector experiences.

Over 80 federal agencies regularly attend meetings with national representatives including the military, law enforcement and special security interests. In this year, 17 new programs have been reviewed by the PCPFS and a growing number of agencies view their programs in a national context, for all levels of employment.

Today the PCPFS, in cooperation with the General Accounting Office and the Office of Personnel Management, is involved in creating new guidelines for federal managers which will promote their ability to relate these activities and the facilities dedicated to health and fitness to the areas of productivity or mission accomplishment, morale and health care cost containment.

Federal agencies have shown a keen interest in providing this workforce with positive motivation to become more fit for the job and agency programs reflect the broad concerns relative to stress management, nutrition, and lifestyle modification that promise to make these efforts pay major dividends over many years.

Policy Statement

PCPFS and Private Industry Joint Projects

The PCPFS is encouraged by the President's Executive Order to involve private industry in its efforts to advance the physical fitness and sports participation of the American people. Each year, a number of programs and projects are developed by the PCPFS staff and offered to private industry. Using the creative genius and financial resources of the sponsor, these programs are then provided for the public as a public service by industry.

In order to maintain the integrity and quality of each project, various guidelines have been established:

1. The principal objective of all projects must correspond with goals and objectives of the PCPFS as established in its Executive Order.
2. All projects must have prior approval of the Council and be fully supervised by a member of the professional staff. In most instances, a member of the Council is also assigned to track the progress of a particular project.
3. No project can be used to promote a product or service of the sponsor. Programs should be public relations oriented and must be non-commercial.
4. All project materials, literature, audio visual productions, and other related instruments must have prior approval by the appropriate staff officer.
5. In most circumstances, the sponsor is encouraged to provide sufficient budget to carry and program for a minimum of three years with plans for annual evaluations.
6. All efforts are made to incorporate a number of existing groups and organizations to assist with project implementation and follow-up.
7. Once all project components are negotiated, a letter of agreement is signed and the project is usually launched with an announcement ceremony.
8. The PCPFS and professional staff make every effort to provide acknowledgement of the sponsors public service in a variety of ways.

PCPFS
Washington, D.C. 20001
(202) 272-3421
10/84

From Deane's Office

Monday
March 12

for MIKE MC MANUS

3:55 PM George Allen just called re a press conference he is holding tomorrow in Phoenix announcing the Physical Fitness Testing Week. Gov. Babbott of Arizona is at that time going to announce what he is doing for this testing program and Gov. Robb is announcing also what he is going to do. George Allen would like to be able to announce what the President is going to do to kick this off.

MKD and Allen have talked about the Pres. swimming 100 yds. (timed) during the first week in May. Mr. Allen says that MKD thought this was a great idea and also thought that the President would love to do it. But, before Allen announces it tomorrow at 12:30 P - he needs approval from the White House. I explained that MKD in London and perhaps we would not be talking with him before deadline of 12:30 P tomorrow. Can you approve this for Mr. Allen?

Allen thinks this would be a tremendous political move at this particular time - in light of Hart's recent popularity - for it would be a good way to smoothly downplay the difference in their ages.

Please call your approval (or disapproval) to his secretary (Gail or Colleen) at 602/275-0644.

Ann DeLuca

Exapprove
= like
good idea
but haven't decided
when 3. how
let him know



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20201

March 24, 1983

MEMO FOR: Michael McManus

SUBJECT: The National Fitness Foundation (NFF) Banquet

Margie called about arrangements and schedule for the NFF Awards Dinner. The arrangements are being handled by David A. "Sonny" Werblin and it is my understanding that the banquet committee has not sent out engraved invitations or any follow up on their initial letter.


Although Mr. Werblin keeps us apprised of developments the decision level is in his hands. Seating arrangements are not going to be known until some time between April 1-4 but you have been extended an invitation and I am hopeful that you will accept.

A VIP reception will be held at which the trustees of the NFF, the co-chairmen of the dinner, the corporation sponsors and table purchasers will be invited together with the guests of honor, Bob Hope and Bob Beck. You are invited to this reception which will be held in the West Foyer of the Grand Ballroom in the Waldorf Astoria Hotel. This VIP reception will be covered nationally by ABC's "Entertainment Tonight" show.

At 7:20 p.m. the guests from the reception will enter the Grand Ballroom. The attached proposed schedule of events which I received from Mr. Werblin's office will give you a minute by minute breakdown of the evening's activities.

I am assuming from the conversation I had with Ron Walker and Margie that you would rather sit at the Korn/Ferry table instead of being seated elsewhere as a VIP guest.

I shall look forward to seeing you that evening. Best regards.


C. Carson Conrad
Executive Director

Attachment

PROPOSED SCHEDULE OF EVENTS

NATIONAL FITNESS FOUNDATION

Tribute to Bob Hope and Robert Beck
April 6, 1983 -- The Waldorf Astoria

- 6:30 p.m. Private VIP Cocktail Reception in West Foyer
 General Cocktail Reception in East Foyer
- 7:20 Guests from both receptions enter Grand Ballroom
- 7:30 SONNY WERBLIN goes to microphone. Introduces two
 guests of honor -- Robert Beck and Bob Hope. Asks
 guests to stand for national anthem and invocation.
- Anthem sung by:
- Invocation delivered by:
- MR. WERBLIN asks everyone to be seated, and enjoy
 dinner.
- 7:45 - 8:45 DINNER SERVED (plus dancing)
 Appetizer, main course and salad -- (desert after
 speaking program)
- 8:45 - 8:55 HOWARD COSELL mentions that dessert and coffee will
 be served at conclusion of program, followed by
 dancing to the Peter Duchin Orchestra. Opens
 speaking program. Thanks everyone for taking
 part, with special thanks to sponsors (mentioned
 by name). Brief remarks. (10 minutes)
- HOWARD COSELL introduces Chairman National Fitness
 Foundation, Richard Kazmaier.
- 8:55 - 8:59 RICHARD KAZMAIER (4 minutes)
- 8:59 - 9:01 SONNY WERBLIN returns to microphone. Presents first
 award to Robert Beck. (2 minutes)
- 9:01 - 9:06 ROBERT BECK accepts (5 minutes)
- 9:06 - 9:08 SONNY WERBLIN presents award to Bob Hope (2 minutes)
- 9:08 - 9:18 BOB HOPE (10 minutes)
- 9:18 - 9:28 pm At the end of Bob Hope's remarks, huge birthday cake
 wheeled to podium.
- SONNY WERBLIN goes to podium, everyone sings Happy
 Birthday, closes program at 9:28 as waiters bring
 birthday cake and coffee for everyone.
- 9:30 - 10:30 Dancing for an hour



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20201

October 25, 1982

MEMORANDUM FOR: Michael Deaver
Michael McManus

SUBJECT: PCPFS

1. Pam Bailey, Assistant Secretary for Public Affairs, HHS, has notified Mr. Verle Nicholson, our Council's Public Information Officer, that all briefings, press conferences, or other ceremonies involving the press must be cleared in advance by OASPA (her office). The request should go through the Director, Office of Public Affairs, estimating what kind of coverage may be gotten as well as what kind of stories may result. Also, any interviews with major press, or appearances on national or network television, also require clearance through OASPA before commitments are made with reporters. The incident which triggered this directive was the press conference which was held at the PCPFS meeting on September 24 at which time LeRoy Neiman, the artist, presented a painting of Roger Staubach.

Comment:

It was my understanding that the Council is a semi-autonomous White House Agency and it is not subject to OASPA directives. It is my understanding that I am responsible to the President, not to the Public Health Service, and that I am free to arrange press contacts in implementing the national program of physical fitness and amateur sports.

2. After approximately six months of investigative studies and development, the President's Council at its quarterly meeting on September 24 approved a project with the Grocers Manufacturing Association entitled "Nutrition is a part of Physical Fitness." Bill LaMothe, President, Kellogg Company, and PCPFS member requested and spearheaded this nutrition awareness project. Principal parts of the project are:

(1) A media campaign in which a nationally known American will give the message "Nutrition is a part of Physical Fitness,"

(2) A provision of a 9" x 4" pamphlet entitled the same as the theme. This eight-page brochure will stress the essential nature of exercise in physical fitness, encourage participation in daily regular physical activity and link nutrition as a part of physical fitness. All materials in the brochure will be a summary statement taken from existing government publications and has not yet been developed.

On October 5 Dr. Brandt, Assistant Secretary for Health, notified the Executive Director of the PCPFS that such project should be, and in the future, must be reviewed by him.

Comment:

The PCPFS approves and implements between 40 to 50 such projects a year. Historically, approval for Council projects co-sponsored and funded by industry has been given by the Council. This would be a change in policy. Again, it is my understanding that the Council is a White House Agency which is organized to provide the approval and supervision of such projects.

As the two aforementioned issues are of importance to me, I should like to have your counsel regarding them.

A handwritten signature in black ink, appearing to read "George Allen". The signature is fluid and cursive, with a large initial "G" and a long, sweeping underline.

George Allen
Chairman