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PMS PRESIDENT RONALD REAGAN

WHITE HOUSE

WASHINGTON DC 20500

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DEAR SIR MR REAGAN AND MRS REAGAN,

IT IS VERY CRUCIAL AT THIS TIME WE MUST FREE THE AFRO-AMERICAN FROM
ECONOMICAL SLAVERY. I WILL NOT SAY THE BLACK MAN CAUSE THAT'S

SEPRATISM, BUT I'M ASKING YOU LIKE MOSES ASKED PHARAOH. AND I DON'T
SPEAK OF PEOPLE WITH COLOR. I'M LIKE YOU I'M COLOR BLIND BUT WE MUST
LET THE DARK SKINNED MAN, WHO IS DEPRESSED AND DEPRIVED THROUGHOUT
THE LAND. WE MUST I'M SAYING WE AS THE PEOPLE LET MY PEOPLE GO. YOU
HAVE THE POWER TO INFLUENCE THE REST OF THE WORLD. EVERYBODY HAS A
SOUL. WITH LOVE AND RESPECT GOD BLESS YOU,
JAMES BROWN

P.S. I KNOW YOU CAN'T DO IT ALL BUT LET'S START IN AMERICA. SOUTH
AFRICA AND THE REST OF THE WORLD WILL FOLLOW.

(JAMES BROWN)

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PMS PRESIDENT RONALD REGAN, DLR

WHITE HOUSE

WASHINGTON DC 20500

MR PRESIDENT AND CHRISTIAN BROTHER, SOUTH AFRICA HAS ALOT OF

EMPLOYMENT FOR NON SKILLED PEOPLE, AND MUSICIANS AND SAG MEMBERS. I AM ASKING YOU TO SUPPORT ME IN A FACT FINDING TOUR TO SOUTH AFFICA FOR TEN DAYS. WE CAN MEND ALOT OF PROBLEMS AND OPEN THE WORLD. I AM A MEMBER OF THE PRESIDENTIAL TASK FORCE. YOUR FRIEND, YOUR BROTHER, AND TO MY PRESIDENT GOD BLESS YOU AND MRS REGAN AND FAMILY. I AM STILL PATIENTLY WAITING FOR YOUR REPLY.

JAMES BROWN

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anne/ file

THE JAMES BROWN ENTERPRISES

1052 CLAUSSEN ROAD • EXECUTIVE PARK, SUITE 116
AUGUSTA, GEORGIA 30907
TELEPHONE: (404) 733-1052



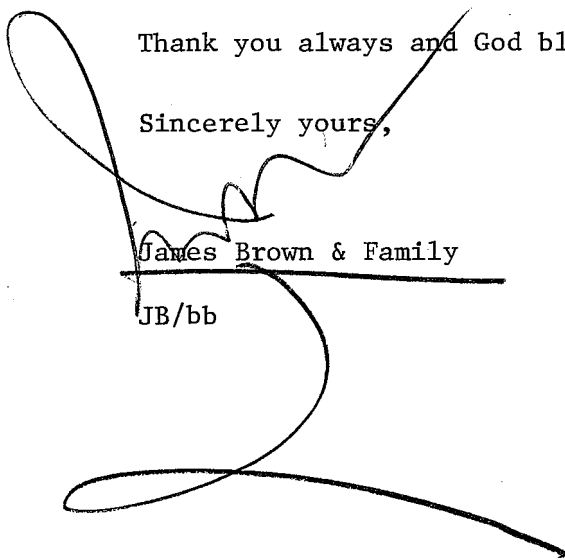
June 12, 1985

President and Mrs. Ronald Reagan
The White House
Washington, D.C. 20501

Dear President and Mrs. Reagan:

Thank you always and God bless you.

Sincerely yours,


James Brown & Family

JB/bb



Augusta

Fall, 1984 Volume 1, Number 1

In Augusta, You've Got US

Charles H. Bellmann.....Executive Vice President
 Christopher A. CliftonDirector, Economic and
 Industrial Development
 Gail Culpepper...Administrative Assistant, Member Relations
 Kim Dixon..... Administrative Assistant, Public Affairs
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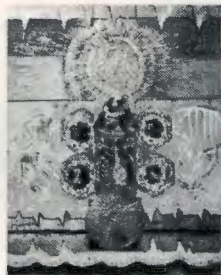
Read About Us:



Heart Transplant	1
Adopt-A-School	5
Roots of Soul	7
Lily Grows in Augusta	9
Hunting Hunting	11

The Cover:

The cover is by Georgia artist, Lamar Dodd, in tribute of his wife, Mary. The painting is one in a series on heart surgery. It is used with permission and from the collection of the Georgia Heart Clinic, La-Grange, Georgia.



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Creative Design: The Adsmith

In Augusta...

We would like to welcome you to our new periodical for Burke, Columbia and Richmond Counties. This publication will be a quarterly effort for economic development. We hope to build an image of our area that will whet your appetite to be here, and cause you to grow with us if you are already located in Burke, Columbia or Richmond Counties.

A Chamber of Commerce is born into existence to give expression to the business person's natural instincts of improving his market place and community.

Its strength lies in attracting the greatest number of firms into the community and its membership; thereby, creating a pool of resources from which we can draw ideas, talent, energies and finances.

We must continue to devise cures with strong doses of private initiative and capital, and join with local government in a partnership for progress.

The Economic Development Fund is a plan for this type of program. We have strengthened our economic and industrial development department, and have added an administrative assistant to the staff to assist in this program. Our strengths and weaknesses have been addressed by our target industry study done by Georgia Tech. We are now implementing a program to correct the weaknesses.

Most importantly, we want *you* in Metro Augusta. These are some of the programs we can offer: 1. Long range plans for waste water treatment. 2. A five-year exemption on building, machinery and equipment on ad valorem taxes. 3. A full exemption on manufacturers freeport., i.e., raw material, goods in process and finished products.

Another major function of our Chamber is to promote economic development in Burke, Columbia and Richmond Counties. Economic development efforts focus on creating new jobs in the total community, either by enhancing existing industry, attracting new industry or expanding our tourism and convention efforts. With 136,000 jobs and a substantial manufacturing community – the Metropolitan Augusta area is number one in Georgia after Atlanta.

The Metro Augusta area has many special resources that create a definite advantage to those looking for a new facility site or expansion. This program is designed to communicate these assets to you, the potential investor, by creating a positive image for the location, the workers and the community as a whole.

The future is bright for the Metropolitan Augusta area and our new multi media presentation is available to give you a new look at a historic community. Come and join us for your next conference or convention! Our past progress will speak for itself: Augusta always welcomes new business, tourists and industry.

Try us – in Augusta you've got US.

Charles H. Bellmann
 Executive Vice President
 Greater Augusta Chamber of Commerce

Heart Transplant

By Norma Patterson

University Hospital became the first hospital in Georgia to have a heart transplant program after surgery was performed here June 26, 1984.

Already recognized as a cardiac referral center in this part of the state, the heart transplant program was a "logical extension of the heart services being offered at University," according to Edward M. Gillespie, executive director.

Georgia's first heart transplant did not just happen at University Hospital, however, without a great deal of planning, research and a lot of cooperation from everyone involved. Nurses, physicians, the laboratory, other support

personnel, as well as the organ procurement team from the adjacent Medical College of Georgia, worked together to give a 31-year-old Augusta man a new heart and a second chance to live.

Heart transplantation is no longer seen as an experimental therapy for a small number of highly selected patients. Rather, it is being more widely offered as a viable means to restore health to the thousands of young people who might otherwise die from end-stage heart disease. There are now about 25 heart transplant centers in the United States, but University Hospital is the second program to be implemented outside a teaching hospital.

In the case of Georgia's first heart transplant patient, Tyronze Ingram, cardiac transplant offered him a "high quality therapeutic alternative to an otherwise untreatable cardiac disease," according to G. Lionel Zumbro, M.D., lead surgeon on the transplant team. Each year in the United States, some 40,000 persons develop end-stage cardiac disease from such causes as congenital defects, cardiomyopathy and ischemic heart disease. Ingram was just one such patient, and an ideal recipient for cardiac transplant. Ideally, the candidate should be under 50 years of age, ill with cardiac disease for less than five years, and not treatable by any standard

medical or surgical form of therapy. The first year survival rate is now 80 percent with over 50 percent surviving past five years.

Ingram, a custodian with E-Z Go Car Division of Textron, Inc., received his new heart from a 28-year-old Washington, D.C. man who suffered brain death following a traumatic head injury. Exactly three hours after removal from the donor, the heart was in place and beating in its new recipient.

Again, this did not happen without a lot of cooperation from others. First, the coordinator of the organ procurement program at the Medical College placed Tyronze Ingram on the 24-ALERT of the National Transplant Coordinators Organization to locate an appropriate heart donor. While the search was under way for a donor heart, Ingram's employer, E-Z Go, offered its corporate jet for transporting the medical team to procure the heart. Jet travel is essential, in most cases, since the heart needs to be transplanted within three to four hours after removal.

Cooperation then came from airport officials, both in Washington, D.C. and Augusta, who stopped all other air traffic for the E-Z Go jet's arrival and departure. Upon arrival back in Augusta, the Richmond County and Augusta Police departments kept all intersections clear so that the University Hospital ambulance carrying the medical transplant team and the donor heart could make the best possible time getting to University.



Tom Chumley

Following the surgery, Dr. Zumbro said it was "a joy and a pleasure to see how everyone worked together so smoothly. A visitor in the operating room that night would have thought this was our one hundredth heart transplant, not our first."

Patient and family education plays an important part in successful recovery for heart transplant recipients. While awaiting the surgery, Ingram and his wife and father were familiarized with the special isolation room in Recovery where he would spend several days following surgery. This room, adjacent to the normal Recovery Room, has been affectionately dubbed the "Open Heart Hilton" by nurses working there. Post-operative nursing care for heart transplant patients is similar to that for any other heart surgery, except for the added protective isolation and special attention to infection control due to the immunosuppressants received by the patient to prevent rejection of the new heart.

After he left the special recovery room, Ingram was moved to the special telemetry unit where he began a daily exercise program through the Cardiac Rehabilitation program at University Hospital. Special diet instruction is also a part of this three-phase program.

Able to return home within three weeks of surgery, Ingram returned to University each week day for follow-up evaluation and participation in the hospital's monitored cardiac rehabilitation program.

After his surgery, Ingram had been asked if he had worried about the prospect of facing heart transplant surgery, and he answered, "Never ... because I didn't see it as optional. I wanted to live and see my two young daughters grow up."

How the Cardiac Transplant Program Developed

Cardiac transplantation was first considered at University Hospital in 1979, but it was considered too experimental at the time, and, therefore too early to get into a program.

With the advent two years ago of the new immunosuppressant drug, Cyclosporine A, the idea of implementing a transplant program at University was once again discussed by administration and the medical staff.

In 1983, Dr. Zumbro began to research the transplantation literature and evaluate the feasibility of beginning a program at University Hospital. He worked closely with Methodist Hospital

in Indianapolis, Indiana, the first private hospital to implement a cardiac transplant program. It was this highly successful program that prompted University to take a closer look at putting such a program in place in Augusta.

The hospital formed an ad hoc Cardiac Transplantation Committee composed of members from almost every discipline. When this group's findings were presented to the medical staff's executive committee in April 1984, the program received unanimous support. Meanwhile, Dr. Zumbro and the team had practiced in a simulated setting in the Medical College's animal lab. In addition, Dr. Zumbro traveled to other prestigious transplant centers including Stanford University to observe their work.

Just two months later, Tyrone Ingram entered University in such ill health that he could barely get out of bed and take a few steps without becoming totally exhausted. The decision was made that he would become the first transplant candidate. At this time, the cardiac transplant team was ready to proceed with the first case. Since University Hospital already had many of the support services in place, no expensive new equipment was necessary for the transplant.

In preparation for performing the first transplant, Dr. Zumbro and a team of nurses visited Methodist Hospital for intensive review and instruction in the care and management of the transplant patient. The preoperative, post-operative and long-term management of the patient is extremely complicated and requires the dedication of staff, patient and family. University Hospital, again, already had specially trained cardiac nurses on staff to administer this expert care.

Editor's Note

The Augusta community was saddened by the death of Georgia's first heart transplant patient, Tyrone Ingram, on September 14, 1984. Mr. Ingram's case was a very difficult and complicated one, according to his surgeon, G. Lionel Zumbro, M.D. "While we have no true measure of how much these added months meant to him personally, I feel that the quality of these nearly three months were among the best months of his life."

A Little History about University's Heart Program

University Hospital has served the greater Augusta area and surrounding counties in Georgia and South Carolina as a cardiac referral hospital for many years. With the addition of an open heart surgery program in January 1974, the hospital became a regional tertiary care center for heart patients.

During the late 70s, advances in cardiac care at University Hospital were significant. Since 1980, progress has been phenomenal. In the first year, 30 cases were performed during the entire year. Ten years later, in 1984, the case load for open heart surgery was averaging 450 cases a year. Considering hospitals with similar facilities, University is performing more cases than anywhere else.

Special support areas, including a five-bed Open Heart Recovery Unit and a family waiting room, have been added to enhance the existing program. In the special recovery room, where the average patient spends the first 24 hours post-operatively, patients receive one-on-one nursing care from specially trained cardiac nurses. According to the nursing director for this unit, it takes a lot of special training, along with a desire to keep learning, to develop into an open heart recovery nurse. University Hospital, indeed, is fortunate to have such a dedicated staff.

Since families of open heart surgery patients spend quite a few anxious hours awaiting their loved one's outcome, a special waiting room across from recovery was completed this year. The Women's Board of University Hospital, a volunteer group, contributed \$50,000 for construction of this new area which includes a private counseling room where physicians may talk with family members.

Surgery — and its Alternatives

Open heart surgery and transplant surgery are only two aspects of advanced care that have reduced the number of deaths from heart disease each year.

Streptokinase is a relatively new form of treatment which is offering new hope for victims of heart attack in the earliest stages. In use at University since 1980, Streptokinase is an enzyme that is in-

jected directly into a blocked coronary artery at the site of the blood clot.

Immediate medical attention at the first sign of chest pain is the secret for prolonging the lives of those suffering a heart attack. Streptokinase is only one of the newer treatment programs for heart attack victims. The other is balloon angioplasty.

Angioplasty works differently than Streptokinase, but both can ultimately prevent open heart surgery. Designed to reduce artery blockage, this procedure involves inserting a catheter into an artery and guiding it to the blocked area. A special balloon connected to a smaller tube is then inserted through the larger tube and inflated at the blocked site. The pressure of the balloon presses the obstructing material against the artery walls, widens the vessel, and allows for improved blood flow. While often preventing the need for open heart surgery, it is also an excellent indicator of a more critical situation that might require the procedure. Like the Streptokinase treatment, the procedure was also instigated here in 1980. Both treatments are administered in University's Cardiac Lab by the patient's cardiologist working with a radiologist.

University's Emergency Department is organized so that patients arriving at the hospital complaining of chest pains are immediately triaged through a streamlined system that alerts their cardiologist. If the cardiologist determines that either of these new treatments is appropriate, it can be performed immediately in the nearby lab. In fact, the Streptokinase procedure must be performed within six hours of the attack to be effective.

Cardiologists working in the Cardiac Lab at University have experienced a 75 percent success rate when the procedure is performed within six hours of the onset of symptoms. University Hospital's own administrator suffered a heart attack last fall just after completing a game of basketball. He was rushed to University where his cardiologist determined that Streptokinase treatment was in order. Following treatment, he spent several days recuperating in the hospital, then returned to work a few weeks later and now says he has never felt better. The treatment is very effec-

tive in dissolving blood clots, restoring blood flow and minimizing permanent muscle damage.

How University Is Working to Prevent Disease

University's Health Central has been an innovator in wellness programs for the entire southeast. Through its classes and programs running the gamut from exercise to stress management and weight control, Health Central offers members a number of alternatives to reducing the risk of heart disease.

For starters, there is the Smoking Cessation program to help smokers kick the habit that eventually leads to heart disease. Varying levels of weight management can help those who need to lose those extra pounds that are burdening their overworked hearts.

With the relocation of the facility to downtown August in mid-1985, members will be able to enjoy most any type of physical fitness. In the new facility, there will be a 20 yard pool for those wishing non-weight bearing cardiovascular activity to elevate their heart rate. For those desiring a more vigorous workout, there will be a one-tenth mile indoor track—one of the largest of its kind in the United States. The specially designed surface will wind through the center and overlook the pool and coed whirlpool bath.

In addition to these exercise facilities, both Nautilus and Universal weight equipment are available and supervised by exercise technicians. To insure that members do exercise safely, the Human Performance Laboratory offers the finest in patient evaluations and allows Health Central's staff to prescribe individual exercise programs to best benefit each client.

Prevention Programs Just for Business and Industry

Research is showing that corporations with investments in health and fitness programs are reaping benefits like reduced absenteeism, increased productivity and improved employee morale.

Health Central has recently inaugurated two such programs to appeal to business and industry. Through CONTROL: Health Management Program, Health Central is designing strategies to meet individual company's needs

through a comprehensive health promotion program. This may include Stop Smoking classes, physical fitness evaluations, exerobics classes or whatever it takes to improve employees' chances of living a healthier lifestyle. In CONCERN: Employee Assistance Program, Health Central's staff helps employees deal with stress caused by life changes. CONCERN involves assessment, short-term counseling, referral and follow-up service. Since stress plays an important role in contributing to heart disease, it is important that it be controlled.

The Georgia Health Institute — a Center of Excellence

University Hospital already has in place comprehensive services for heart patients and their families encompassing prevention, diagnosis, treatment and rehabilitation. Plans call for the Georgia Heart Institute to enhance these services even further by adding the latest state-of-the-art equipment as it becomes available and continuing to staff its services with a motivated, educated, highly qualified group of professionals. Existing and additional services will be eventually brought together through renovation, new construction and coordination of ancillary services to one comprehensive physical location in the hospital.

Cardiac Rebound — a Rehabilitation Program

The sophistication of cardiac care has resulted in an increasingly large number of cardiac episode survivors. Recognizing the need for a cardiac rehabilitation program in the Augusta area, University Hospital began such a program called Cardiac Rebound in 1981. Since this time, the program has grown tremendously.

Designed as part of University's total cardiovascular care program, Cardiac Rebound focuses on those individuals who survive a major cardiac event, on those who are cardiac prone and trying to avoid a cardiac episode and on those who undergo coronary bypass surgery. And, with the advent of heart transplant surgery at University, it also involves those who undergo this procedure.

The three-phase program begins in the hospital after referral by the patient's primary physician. It is an exten-

sion, not a replacement, of the cardiologist's plan of care. The program incorporates exercise, counseling, education and monitored stress test evaluation to assist these individuals in achieving their optimal level of well-being and self-sufficiency.

Rehabilitation to prevent muscle deterioration begins in the hospital only days after a heart attack. Patients progress to a regime in the hospital's Physical Therapy Department and eventually to Health Central, University's wellness center, where they walk, jog and do floor exercises under the close supervision of a cardiac nurse, an exercise physiologist and a physician.

One of Cardiac Rebound's first success stories is that of Durwood Saxon, a victim of a serious heart attack, who subsequently required five bypass surgeries. His road to health through Rebound took almost two years, but his recovery was so impressive that he now assists other rehabilitation class members as an exercise aide at Health Central. In fact, he leads the early morning calisthenics—even running on the indoor track—as a testimony to the invaluable advances in cardiac care and rehabilitation. Much of the cost of participating in Cardiac Rebound is reimbursed by most health insurance companies.

Mended Hearts — an Outgrowth of the Rehab Program

Another of Cardiac Rebound's first graduates, Jack Hamilton, an administrator at Augusta College, was so impressed by the care he received through University that he wanted to do something more for cardiac victims and their families. He founded the Augusta Chapter of the American Heart Association's Mended Hearts Club.

This group offers support by visiting with patients facing open heart surgery or recovering from a heart attack and helps assure them of a rapid recovery. They invite them to become active in the group if they wish and in turn help others. In addition to talking with patients and their families, they also volunteer their time for the American Heart Association. **A**

Norma Patterson is Coordinator of Publications for the Public Affairs Department of University Hospital.

Adopt-A-School

A Cooperative Effort For Business, Industry and Schools in Augusta

By Carlene Murphy

Carlene Murphy is Director of Staff Development for the Richmond County School System.

Twenty-five Babcock and Wilcox employees are going back to school at Bungalow Road Elementary. Not one is school aged. Not one is enrolled. Instead they're involved with the Adopt-A-School Program in the Richmond County School System and sharing information from their company and their personal experiences with the kids at Bungalow Road.

Mike Johnson spoke to the third graders on geology and astronomy. Garry Caudihil shared his China travels with the second graders. The company nurse talked up dental health to all the grades. And students and teachers alike are receiving computer instruction.

Each public school, 51 of them, has been adopted by businesses and community organizations. These adoptions are the result of a cooperative effort between the Richmond County Schools and the Greater Augusta Chamber of Commerce, aimed at increasing community involvement in the public school sector. Aside from increasing community involvement, it will also improve the quality of education in Richmond County.

Randy Burnette, president of J.B. White, said of his company's involvement, "Retailers want to be associated with the needs of the



Lannis Waters

community, whether it's the arts, hospitals, whatever. Rather than spend money to bring in a circus for a promotion to entertain for three days, we'll contribute that money to whatever would best serve the needs of the community.

"There was instant success with Adopt-A-School when businesses, banks and retailers adopted a school. The goal was to have 20 schools adopted by businesses. J.B. White was the first retailer and the 50th business to sign up. I think that's a great example. A business goes into

a specific school and asks 'what do you need?'

"You may contribute pencils or send your fashion director in to conduct classes or teach people how to interview for jobs. In almost no cases will there be a large expenditure. It will be just spending time and ideas."

Time and ideas. That's what 10 staffers of Dwight David Eisenhower Hospital did at Richmond Academy when they spoke on medical careers. The Fort Gordon Officers Wives Club made a financial contribution for the purchase of science and audiovisual equipment.

Columbia Nitrogen went beyond time and ideas to donate 1100 pounds of fertilizer to Butler High School for grounds beautification. King Manufacturing Company contributed blankets, sheets and pillow cases to the school clinics.

The playground at Jenkins School was completely renovated and equipped by Merry Companies, Inc.

The Medical College of Georgia provided nutrition instruction to special education students at Josey High School.

Fort Gordon has adopted an elementary school, a middle school, and a high school. Between the months of March and June personnel at the Fort conducted a three day seminar

on medical awareness with students of Terrance Manor Elementary School, and built a physical education course at Langford Middle School.

Adoptors include a wide variety of businesses and community organizations. Businesses include large corporations with hundreds of employees, and others where one person is owner and operator.

The Richmond County School System and the Greater Augusta Chamber of Commerce are sponsoring the Georgia-Carolina Adopt-A-School Conference in Augusta on February 20-22, 1985. Speakers from across the country will participate in sessions designed to assist school systems and businesses to begin or improve an Adopt-A-School program. Contacts concerning the conference have been numerous and interest seems to be running high.

Involvement with a capital I. That's what this partnership program is all about. It started with the first Superintendent's Conference that focused on school-community relationships and highlighted Adopt-A-School models in other cities.

Exceeding all goals, every school in Augusta was adopted prior to the beginning of the 1984-85 school term. In addition to the school adoptions, there have been several program adoptions, including a program for visually impaired students, a string instrument music program and an eighth grade science program. At the beginning of this year's school term there were 96 businesses and community organizations that had officially adopted 112 school programs.

Five kick off, or "Learning and Sharing" seminars, were held for the schools and their adoptors before the opening of school in 1984. Representatives from each school and the adopting business or community attended the seminars. Preliminary planning and idea sharing was on the agenda. Over 99% of those invited attended. High enthusiasm and high attendance.

Members of businesses like Kuhlke Properties are in the initial stages of planning their involvement with their adopted schools. Aside from Kuhlke making a financial contribution, they have shared the scope and background of their company with the school's faculty.

John Strelec, superintendent of Richmond County Schools, on the success of the Adopt-A-School program, "I worked with the Chamber of Commerce over a year ago and asked them to become involved in the Adopt-A-School program, which is phenomenal. Just growing by leaps and bounds.

"We had a needs assessment made in each of our schools. And once the needs assessment was made, and working with the chamber constantly, we've identified needs that can be supplied by businesses and other agencies throughout the county.

"Our main emphasis would be human resources. That was our initial direction. We're not looking for someone to come in and pass out a trophy and never see them again. It's a very detailed, thoroughly committed project," said Strelec.

Strelec's pride in the accomplishments the program has made are obvious. "Almost all of our schools are adopted. They're doing more than just bringing in resource people. And that is to our delight. Some are buying computers for our schools and providing monetary rewards.

"The thrust here is the chamber realizes that our miracle, the expansion of any industrial base, is directly dependent upon the public school system in the county. These people have first hand information of what we're doing in our classrooms, how we're meeting the needs of our students, the unique obstacles we have to overcome as professionals. By having this appreciation they can act as ambassadors. They're amazed at the programs we have.

"In some token, they're taking our

teachers to their place of business. Butler High School teachers, for instance, visited Continental Can. There they found what kind of skills are necessary for graduates to be employed by Continental Can. Our teachers are learning first-hand, too.

"We're moving forward. It's a renaissance of public schools in Richmond County."

Although each adoption is unique and is planned to fit the specific situation, all are aimed at achieving major goals. Among the hopes for the program are: 1. improving student test scores; 2. strengthening the communication and relationships between the school and the community; 3. maintaining school climates that foster high morale and productivity among students, faculty and staff; and 4. improving the appearance of school buildings and grounds.

The emphasis on the partnerships is utilizing the training, hobbies and interests of personnel. In surveying the needs, the school identifies those things that would enable it to achieve its goals. They then match their needs with the resources offered by the businesses to achieve their goals.

All of the financial institutions have been involved in providing a variety of services to their adopted schools. In addition to individual school adoption, as a joint project, an award of a \$100 savings bond was given to the most improved student at each of the eight middle schools.

Organizations and volunteers have played a big part in the success of the program. The Junior League of Augusta, along with other volunteer groups, has provided members to serve as a liaison between school and business, or school and organization, for maintenance and coordination between the various programs.

Going back to school for these businesses hasn't been all reading, writing and arithmetic. It's been a sharing experience, as well as a learning one, for the children of Augusta and the business people of Augusta.

ROOTS OF SOUL: JAMES BROWN

**The Man Who Calls Augusta Home
Is Known Around The World As
The Godfather Of Soul**

A generation of old Southern Yuppies can remember back to the late fifties when the hottest band going at a Saturday night fraternity party was James Brown and the Famous Flames. Milkshake-sized cups held high, these future good old boys were sending America's funkier musician on his way to stardom.

Now he's a 59-year old rock and roll machine. They might change the name of Black music from rhythm and blues to soul to funk, but they'll never dispute the title of the godfather of soul, the hardest working man in show business...James Brown.

In his sixth decade he continues to knock out the music that's earned him the recognition and the titles. And along the way he's managed to entertain the troops in Vietnam, pro-



duce records about the despair of drug abuse, lobby for jobs for youth, and sell out almost every rock and roll hangout and auditorium across this country and Europe.

A whole new generation of young fans has once more made James Brown a much sought-after performer, as he spins his incredible magic on stage and on turntables in rock clubs across the country. Almost 25 years after the first million-seller, the patented James Brown Sound is more popular than ever, with mixture of soul, funk, contorted R & B and searing gospel widely imitated by musicians everywhere.

Brown's title of the 'hardest working man in show business' came about the hard way.

"My family was so poor," Brown once recalled, "you wouldn't believe it. My father greased and washed cars in a filling station. Sometimes I worked for him, other times I picked cotton or worked in a coal yard. In the afternoon I had to walk home along the railroad tracks and pick up pieces of coal left over from the trains. I'd take that home, and we'd use it to keep warm."

Instead of frustration and bitterness, James Brown became an unlikely success that set an example for thousands of disadvantaged young people. He spent a large part of 1981 in meetings with White House officials and captains of industry discussing ways to generate jobs for unskilled American citizens. Most effective is the example Brown set. That you can beat the odds and be number one in a highly competitive field, no matter what your beginnings.

Unlike most struggling artists, Brown's first recording "Please, Please, Please" was a hit. In the *Sound of the City*, critic Charlie Gillet wrote, "Like almost all Brown's records, "Please, Please, Please," was more a reflection of the singer than a response to contemporary constitutions of what constituted a successful

record." A string of successful hits followed, including "Papa's Got a Brand New Bag," "Try Me," and "Bewildered."

Even on his latest releases, James Brown doesn't stray far from the patented twisting rhythm and blues he has become renowned for. Snapcracklin' tunes like the wicked first single, "Give That Bass Player Some," "Popcorn '80s," "Super Bull/Super Bad" and "Love '80s" stand up to anything Brown has ever done in his illustrious career. James' soulful vocals turn songs like "You're My Only Love" and "I Go Crazy" into aching laments. He is still at the top of his form, leaning into a brand-new set of songs.

In the 70's, James released 24 albums, many of which were overlooked until only recently. Among them are *Hot Pants*, *Get On the Good Foot*, *The Payback*, *Hot*, *Get Up Offa That Thing*, *Sex Machine Live*, *Jam 1980's*, *The Original Disco Man*, which included the acclaimed single hit, "It's Too Funky In Here," and *Hot On The One*.

Brown also produced and sang lead in a gospel album featuring The Rev. Al Sharpton, a New York clergyman, entitled *God Has Smiled On Me*. This album testifies to Brown's further musical genius as a producer and innovator in a new field, as well as shows the public some of his inner feelings. Brown, like Johnny Cash, Pat Boone and others, is a superstar publicly, but privately is a devout Christian and often attends church with his parents when not traveling.

James Brown's view on race relations, "Blackness is one thing. What I got comes from another thing - James Brown. J-A-M-E-S B-R-O-W-N... that's spelled the same way white or black. Now, if I was a gentleman, I might put an 'e' on the end of it. My contention is that there were three B's and now there's four. Beethoven, Bach, Brahms and now, Brown. That's all I can ever hope for. Just spell my name right. Any innovator


has to pay for the creative process."

When Brown first started, he and the Famous Flames were directing their music toward Black only audiences. Just like in the early days of other Black performers, his record album covers did not feature his photo. But as soon as crossover record sales began climbing, Brown's photo, as well as other famous Black artists of the day, The Supremes, Marvin Gaye, and others, began to appear on album covers.

Brown's "Say It Loud...I'm Black and Proud," did a lot for Black pride. But Brown has been quoted as saying he wouldn't have done it by choice because he doesn't believe in "defining anyone by race."

This decade finds Brown heavily booked in concert markets across the U.S., Europe, Eastern Europe, the Far-East, Asia and Africa. His humanitarian pursuits have increased and the legendary star shines with a new luster. The songs are more intense, the dance more driven, the dedication more awesome. How does he do it? How does he continue? Maybe it's what he told England's *Guardian* reporter Mick Brown, "It's a secret between James Brown and God."

Brown has performed from the Apollo to Studio 54. Concert appearances have taken him across the U.S., Europe and Japan. He has performed at the most renowned international jazz festivals: Cannes, France; Montreux, Switzerland; and North-Sea, Holland. Brown was the first artist in recorded history to be given his own night to perform at Montreux with no other artist appearing on the program.

His performances have people dancing in the aisles. Superstars Michael Jackson and Mick Jagger come close to having what Thulani Davis in the *Village Voice* called style that's "irresistible and wonderful, selfish and fun. What's great about James Brown is still in that left knee, where the time is." 

LILY GROWS IN AUGUSTA



Beginning in 1982, Lily-Tulip renewed its commitment to Augusta, already a major manufacturing site, by moving one-half of its production to the Deep South. With a \$2.5 million investment, Lily-Tulip created 300 new jobs, resulting in a total payroll of \$10 million. After this move, the decision was made to move the corporate headquarters to Augusta, as well, making the total employment 742 with \$13 million total payroll.

It made good business sense to have their corporate headquarters at one of its major operating facilities. In looking at Augusta as a site for the corporate headquarters, Lily-Tulip was impressed with civic and business leaders and the Greater Augusta Chamber of Commerce. Augusta, as a dynamic and forward-looking community, was receptive. And when competing with other locations, Augusta had a lot of advantages. There is an abundance of land, water, and capital. The undemanding labor force is highly motivated to produce good results and the quality of life is outstanding. The costs of housing and the school systems also appeal to incoming families. But, according to Lily-Tulip, the added enticements to come to Augusta were tax incentives and the pleasant climate.

And Lily did the unusual when planning the corporate move; it went to downtown for its location. Rehabilitating an older structure was economically viable. It resulted in lower rent per square footage and boosted the revitalization program in downtown Augusta.

Lily-Tulip underwent the \$1 million-plus renovation in a before-the-turn-of-the-century office building, the Marion Building, utilizing the top three floors of the five story building, with an option to lease another floor. As part of

the renovation project, the facade of the historic building remains turn-of-the-century. And the city has made sidewalk improvements, accented with brick, and has undergone a tree-planting program. Mayor Charles DeVaney on Lily-Tulip and Augusta, "The recent move of the corporate headquarters to Augusta was coupled with a major expansion. That happened because we went after them and said we want you. It was a 'what can we do' from the public sector.

"I think their move was a combination of the city, chamber and our private group, Augusta Tomorrow, which has worked so well together," Mayor DeVaney continued. "That's private business people who have combined forces along with the city to form a group that's trying to revitalize downtown. We actively went after Lily-Tulip and told them this is what we're going to give you. We'll help with all the extras you need. You can't go out in the county and make a better deal. We've got the building sitting there for you. You don't have to build one. We've got more for you downtown than anywhere else," said DeVaney.

Monty Osteen, President of Bankers First, said, "It made sense for them to have their corporate headquarters in one of their major operating facilities. So we found ourselves competing with two other locations. Augusta has a lot of advantages. The labor situation here is good. The quality of life here is outstanding. That's beginning to mean more and more in our society. Good people are getting more and more important, and those good people want the quality of life you can find in Augusta. "That was a major factor for Lily-Tulip and there was an historic structure available," added Osteen. "We sold and sold and sold. The Augusta Tomorrow group

split up the tasks. We had five or six committees to address each one of the areas Lily had expressed an interest in.

"For example, I was on the committee to put together the space in the Marion Building. We had another committee to look at a new structure and one to look at a location on the river. The mayor, city council and, I mean, everybody had the responsibility. The four largest banks were all members of Augusta Tomorrow. And the objective was to get Lily-Tulip here - we would fight over the banking business later.

"Each situation is almost unique. You've got to find out what the industry wants. In most cases, Augusta has what it wants. Augusta has so much to offer we can respond to whatever industry wants," concluded Osteen.

The Trophy cup expansion furthered the impact of this corporation in the community with 100 more new jobs and a still increased payroll of an additional \$2 million. Lily-Tulip has created more new jobs (415) in the industrial section in Augusta than any other company in the two and a half years.

Lily-Tulip built a 200,000 square foot warehouse next door to the plant. About 35,000 feet of this space is to be used to store Trophy cups. This new warehouse made 90,000 square feet available for equipment storage and production of the cup.

Lily-Tulip has growth in mind. One of its goals is to become a Fortune 500 company; Augusta already has more than 60 such companies. It sees its new product, the Trophy cup, as a product of the future, and that means a profitable future for Augusta, also. Current facilities have been designed to double capacity, which would mean at least 300 new jobs over the next five years for the manufacturing facilities. And, increas-

ing sales will also result in additional corporate headquarters' needs. This would mean expanding by 50%. Augusta plant manager Philip Rathke added, "I believe we will have another (plant) expansion — at least a small one — down the road," he said, adding, "there is adequate space available on the property for expansion."

Necessity is the mother of invention, so it's been said, and this was certainly the case for the Lily-Tulip Company. In 1909, the common metal drinking cup was outlawed as a disease carrier and, thus, the necessity for the disposable cup. This was a good beginning for Lily-Tulip, which filled its first big order in 1911; 2,000 cups, costing \$7, for Bethlehem Steel.

Lily-Tulip had been the product of a merger. The Tulip Company, headed by John C. Lackner, began in 1870 as a manufacturer of fancy cake and souffle boxes. Later known as the Hill Company, it was headed by Lackner's daughter who adopted the tulip trademark. In 1911, Simon Bergman, owner of a greeting card company, bought The Hill Company, renaming it The Tulip Cup Company.

The Lily Company, a public service cup corporation, merged with Tulip in 1929, the year of the depression. The new corporation not only survived the depression, but made \$4.4 million in sales with a \$624,000 profit.

And so it began. Lily-Tulip Cup Corporation continued its growth in sales and profits during World War II years with sales tripling from 1940-1947. Such growth needed expansion, and Augusta was the first site. In the 50's, other expansion facilities popped up in Springfield, Missouri, and Riverside, Illinois, and now three more plants have been added, one in Las Vegas and two in Canada. A total of 3,200 employees work in the six plants, manufacturing both paper and plastic products, packaging for the cultured dairy industry, and producing labels for beverage and food containers.

With emphasis in marketing, Lily-Tulip has become number two in the United States as a supplier of single service disposable cups and number one in Canada. This was achieved with wide and extensive sales coverage in eight regions and 900 distributors. In addition,

Lily-Tulip has a reputation for quality, service, and low cost production. But A. J. Dunlap, president and chief executive officer, wants more, "We're a dynamic company." Dunlap wants the firm to become number one in its three markets — food services, consumer products, and package labeling. Presently capturing 13 percent of the market in the United States, he expects the firm to have an annual sales growth of more than 14 percent a year, annual profit growth of more than 20 percent a year and capital expenditures of approximately \$90 million.

With over 160 quality products available in one or more of 16 designs, Lily-Tulip's complete line of food service cups, plates, containers and accessories now exceeds 300 choices. Products range in size from the half ounce paper portion cup to the 170 ounce food bucket and accommodate a wide variety of food. Lily products can meet any requirement a food service operation may have — from fast-food, vending, concession, and drive-thru to convenience store operations.

Reaching and maintaining a high level of service is the result of over 50 years of experience and a deep corporate commitment to continuous research and development. Through its ongoing programs of product testing, design improvements and constant monitoring of both needs and trends in the food service industry, Lily has consistently emerged as the innovative leader in the manufacture of state-of-the-art food containers.

This has been especially true with the introduction of the Trophy cup, a lower cost alternative to paper. Trophy foam cups hold both hot and cold liquids. They are lighter and thinner than other foam cups. This means better usage and savings on transportation and storage space.

According to Philip Rathke, the Trophy cup will give the company a broader base and reduce the cylindrical nature of its business. "Paper cups have low (sales) volume in the winter, and high volume in the summer. But the Trophy cups — because they're used primarily for hot drinks — have higher volume in the winter and lower volume in the summer," he said.

Producing the Trophy foam cup in Au-

gusta will cut down on distribution time and costs, he said. Previously, the company has had to deliver Trophy cups to its Southeastern customers from the other plants.


With the projected \$39 million in sales this year, Lily-Tulip plans significant expansion over the next five years. Presently eight new machines will produce more than one billion cups in a year's time. Sales of Trophy cups are now made to the food service industry, but will more than likely expand to retail markets in the future.

In addition to the production of the 16 separate lines, Lily-Tulip also operates a printing business with an in-house design department. Customized cups can be made with a company's specifications. Customers may also choose stock designs that generate eye appeal, food enhancement, and color coordination. This is a particularly good marketing aid for the small company.

Utilizing old European illustrations, moisture-proof Beerstein cups are used to help concession operators merchandise beer. The Lily Downcard design, used for vending locations in cafeterias, plants, and offices, features four playing cards in an eye catching design.

Other designs include Lily-Tulip's Mosaic design, available on over 60 items, on wax coated, plastic-coated or foam insulated products. The Fontana design offers 59 items, including a salad platter with lid and a three compartment plate.

In these days of specialty items and the craze for fast food, there is an increasing need for convenient disposable containers. Lily-Tulip has introduced such items as nachos snack trays, foam insulated french fry cups, and grease-resistant popcorn cups. And with the increasing popularity of large -size drinks in fast food restaurants and convenience stores, Lily-Tulip produces the Big Drink cups with 33 and 44 ounce sizes. The specially designed shapes make handling easier.

Lily-Tulip believes that change is a fact of life, and not only is necessary, but is the life blood of growth. They want to build on traditions, and yet they expect to grow. They *are* dynamic. And they want to be in a dynamic environment. They are positive, aggressive, and proud — just like Augusta! 



HUNTING
HUNTING

If there is one thing Augustans don't have to hunt for, it's hunting. The city and its environs are surrounded by public hunting areas within a two-state area.

Many of these are just a few minutes' drive from downtown Augusta. Others are just a few hours' drive away.

During the hunting season, it's not a matter of finding spare time to hunt. Instead, many plan their vacations to fall within a particular seasonal framework encompassing white tail deer, wild turkeys or the many varieties of small game abounding in the Southeast.

In Georgia, Augustans whet their hunting appetites long before outside temperatures begin their late-fall plummet. A mid-August start of squirrel season starts the ball rolling, to be followed by the first of a trio of split seasons on Mourning Doves.

Georgia zones its dove shooting so that hunters can follow the birds through the key planting times in North and South parts of the state. South Carolina, which also splits its dove season in triplicate, sets it statewide.

In either case, a dove hunter new to Augusta wouldn't have too much trouble making his daydream of being seated somewhere on a low, camouflaged stool, shotgun and faithful retriever at the ready as he scans the skies.

While public dove fields are virtually non-existent in this section of Georgia, the South Carolina Wildlife and Marine Resources Department makes a number of them available. Frequently, farmers in Georgia advertise shoots and charge per head, so rarely is a man left without a place to shoot.

The Augustan who likes to hunt seeks membership in such groups as the National Wild Turkey Federation, Quail Unlimited or Ducks Unlimited. Contacts with members of such groups can lead to many pleasant hours afield.

Augusta sits on the Savannah

HUNTING HUNTING

By Bill Baab

River barely a stone's throw from South Carolina and that is a plus for the avid hunter. While non-resident hunting and big game licenses aren't what you'd call cheap, they are comparable to what Georgia charges its non-resident hunter-visitors.

If there is one thing Augustans don't have to hunt for, it's hunting. The city and its environs are surrounded by public hunting areas within a two-state area.

And when you consider that there is an unlimited bag for deer in some of South Carolina's counties, the question of license fees becomes nearly moot. Especially when those counties' deer season, starting in mid-August and ending on New Year's Day, is the longest in the nation.

While most public hunting takes place on wildlife management areas on which both big and small game are available, there are many private hunting clubs in existence, with new ones formed annually. In many cases, memberships fluctuate, leaving openings to be filled, so there is no limit to the hunting possibilities that could

be available for the new Augustan.

South Carolina wildlife authorities began an experimental fall wild turkey hunt a few years back and it's still going on. It takes place within the boundaries of certain game management areas within Sumter National Forest. While the spring season's bag is limited to gobblers, the fall season makes hens legal game.

So far, Georgia conducts only a wild turkey season in the spring for gobblers only.

It's hard to believe, but it's true that Georgia had few deer within its borders in the early 1950s. But an aggressive stocking program plus adequate law enforcement efforts have resulted in a whitetail herd numbering over 800,000 animals, according to the latest state figures.

The deer season caters to archers and muzzleloaders as well as those who use contemporary firearms.

Small game hunters and waterfowl hunters aren't totally left out of the picture, either.

Hunters moving into the Augusta area from faraway places would be foolish to give away or sell their favorite pointers, setters, retrievers or beagles — not to mention their trailin' and treein' hounds.

Retriever and beagle clubs join shoot-to-retrieve and traditional bird dog field trialers for competition and sport throughout the season. Gunning enthusiasts will be delighted to learn there is a National Rifle Association-sanctioned group which offers just about everything from trap and skeet to big and small bore handgun silhouette shooting.

In addition, a field archery club has its own range along the shores of nearby Clarks Hill Lake, a 70,000-acre impoundment built by the Army Corps of Engineers.

There have been some whopper striped bass and hybrids caught in that lake — a 45 minute drive from Augusta — but that's another story. ▀

Bill Baab is the Outdoor Editor of the Augusta Chronicle-Herald.



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Rich in historic tradition and architectural heritage, Augusta's city-wide restoration has been rewarded with four National Register Historic Districts. Fresh paint glistens on century-old mansions — many offering gracious overnight lodging and exquisite dining.

Long known as the South's "Garden City," Augusta bursts into spectacular bloom each

spring to welcome the greatest names in golf at the Masters Tournament.

For those who love treasure hunts or scavenging for antiques in yet-to-be-discovered shops, Augusta is the place to browse for those gems that still turn up from old Southern estates — and the best news is you're bound to find the price far less than the same treasure would be in other areas.

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People. People who want to help your business grow. Oh, we have the nuts and bolts your industry needs ... the land, the water, the utilities, the tax incentives, and the labor. But labor is really people. And in Augusta the people you work with, as well as the other people in the community, make Augusta different. Make it better. Make it great!

Dick Gommel of Hall Printing says, "We were attracted to Augusta first because of the labor availability and the tax structure. Utilities were important, too. But the people have given us a tremendous advantage over our competitors. There's a strong work ethic here. Super attitudes. A real 'can do' attitude.

"Augusta Tech gave us a real boost ... a major plus in setting our plant up and going. Our plant start up has been quite a success story in our industry."


"We moved our office staff from Chicago en masse," says Dan McClendon, Searle site manager, "and nobody would want to leave Augusta. Clearly the climate

and beauty of the area are advantages. Past that, the hard business essentials of a good, well trained labor supply are surprisingly in force. But, probably the leading resource of the area is its people. There's a great labor supply. And if you're interested in productivity, this is the place to locate. People have a lot of loyalty to their company and want to do a good job. That spells success if you have a good product and a good process.

"The training folks from Augusta Tech were as excited about the program as we were ... and that transferred over to the classes. They've done a super job."

Charles Spaduzzi, president of Perfection Products Company says, "You couldn't have nicer people to work with or to have working for you. Augusta people are really great for business!"

Join US in Augusta. We'll be great for your business, too.

 Greater Augusta Chamber of Commerce/P.O. Box 657/600 Broad St./Augusta, Ga. 30903
(404) 722-0421/Mr. Christopher A. Clifton, Director/Economic and Industrial Development



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