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#### WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

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September 6, 1983 Dear Mr. Higgins and Mr. Trump: On behalf of the President, I want to thank you for inviting him to attend a gala honoring Vietnam Veterans in New York City in April of 1984. The Vietnam Veterans you plan to honor are certainly deserving of such a special event, and the President greatly appreciates your kind invitation. I am sure you will understand, however, that we are unable to project the President's schedule for 1984 this far in advance. Special note has been made of your invitation, and nearer the date we will be back in touch with you about the possibility of his acceptance. In the meantime, please know your thoughtfulness of the President is most appreciated. Sincerely, FREDERICK J. RYAN, JR. Central parte Director, Presidential Appointments and Scheduling Mr. H. Scott Higgins Mr. Donald J. Trump The New York Vietnam Veterans Memorial Commission Suite 1412 250 Broadway New York, New York 10017 FJR/sml/efr 9FJR bcc: Michael Deaver Ed Hickey Mary Rawlins with copy of incoming for follow-up

9/1/83 His was not me



Dear Mr. Higgins and Mr. Trump:

On behalf of the President, I want to thank you for MNBMN inviting him to attend a gala honoring Vietnam Veterans in New York City in April of 1984.

The Vietnam Veterans you plan to honor are certainly deserving of such a special event, and the President greatly appreciates your thoughtful invitation. I am sure you will understand, however, that we are unable to project the PResident's schedule for 1984 this far in advance. Special note has been made of your invitation, and nearer the date we will be back in touch with you about the possibility of his acceptance.

In the meantime, please know your thoughtfulness of the President is most appreciated.

Sincerely,

FJR/sml

bcc: Michael Deaver

Ed Hickey

Mary Rawlins with copy of incoming for follow-up

#### THE WHITE HOUSE

WASHINGTON

September 6, 1983

106427

MEMORANDUM FOR MICHAEL K. DEAVER

FROM

EDWARD V. HICKEY, JR. & UH

The attached letter requesting the President to attend an event in New York City in honor of the Vietnam Veterans on April 12, 1984 is forwarded for your consideration.

The sponsor of the event is the New York Vietnam Veterans Memorial Commission. The co-chairmen and many of the members are prominent New Yorkers. (You may know Don Trump who is an active co-chairman.)

The event provides the President a forum to go on record as solidly supporting the Vietman Veterans and a Memorial to them. The commission is attempting to avoid some of the pitfalls associated with the Washington memorial. It is an ideal opportunity for the President to dispel a lingering perception that he was not interested in the Washington memorial.

166427

## The New York Vietnam Veterans Memorial Commission

Official Commission of the City of New York, Edward I. Koch, Mayor 250 Broadway, Suite 1412, New York, N.Y. 10007
Telephone: 1 212-608-5800

Co-chairmen:
H. Scott Higgins
Donald J. Trump

Executive Director:
Iames M. Hebron

August 23, 1983

Executive Committee

Administration:

Marina Kellen-Gundlach
Robert A. Ptachik
Finance:
Franklin J. Havelick, Esq.
Stephen Mann, Esq.
Memorial:
Stewart G. Long
Robert D. Santos
Frogram:
James F. Noonan
Robert P. Patterson, Jr., Esq.
Treasurer:
Stephen C. Mersereau

President Ronald S. Reagan The White House 1600 Pennsylvania Avenue, N.W. Washington, D.C. 20500

Dear Mr. President:

As Co-chairs for Mayor Koch's Commission for a New York Vietnam Veterans Memorial Fund, it is our great honor to invite you to attend the RED, WHITE & BLUE GALA we are planning for April, 1984.

This event, which will honor the Congressional Medal of Honor winners from the Vietnam War is being planned as a patriotic salute to the some 250,000 New York men and women who served their country in the armed forces during the period of the Vietnam conflict, 1964-1975. The event is planned as a major fundraising activity for the Commission and underwriting has been secured to ensure that all monies from the evening will go to benefit the Fund.

The Gala will be held in the Atrium of the Trump Tower and will bring together some 500 New Yorkers, including leaders in city, state and federal governments, as well as leaders in the business, civic and social communities.

The Commission was established by Mayor Koch in late 1982. In his words, "Those who came home from World War II came home to a grateful nation. Veterans of the Vietnam Era came home to silence, if not outright disapproval, for answering their nation's call. Their courage and loyalty were all too often forgotten."

The Mayor's Commission is made up of some 100 New Yorkers, half of whom are veterans, and has a mandate to raise in excess of \$1 million for a memorial to New York's Vietnam veterans and to establish an employment aid program for them...

The monies raised have two specific purposes:

- 1. The establishment of programs to help unemployed Vietnam era veterans. In our judgement, unemployment has reached crisis proportions among this group. The money raised by the Commission will establish ongoing programs to train, retrain, counsel and place veterans in jobs, enabling them to find their place in the economic mainstream of society.
- 2. The building of a memorial to honor the 250,000 New Yorkers who served in the armed forces during the Vietnam period. The New York City Council recently voted that a site be renamed Vietnam Veterans Plaza, and on July 20th Mayor Koch dedicated the area. To obviate some of the controversy surrounding the Washington monument, the New York design committee consists of artists, architects and veterans who will guide this project to ensure that a fitting memorial is selected and built.

Mr. President, the members of the Commission believe this Memorial is worthy of your support. To have you and the First Lady attend the RED, WHITE & BLUE GALA, would draw attention to the courage and patriotism of Vietnam Veterans. It's time we welcome them back into the mainstream of American Society.

The date of the Gala is tentatively set for April 12, but in order to ensure your participation, we will match the date to your schedule.

We await the honor of a reply.

Yours respectfully,

H. Scott Higgins

Senior Vice President

Lehman Management Co., Inc.

President

The Trump Organization

cc: Senator Alfonse M. D'Amato

Official Commission of the City of New York, Edward I. Koch, Mayor 250 Broadway, Suite 1412, New York, N.Y. 10007 Telephone: 1 212-608-5800

Contact: Catherine P. Saxton

(212) 427-4495 James Hebron (212) 608-5800 James Noonan (212) 947-9544

PHILOSOPHY AND PURPOSE OF THE VETERANS PLAZA MONUMENT

During the war in Vietnam, more than a quarter of a million New Yorkers served in the armed forces. They came from every neighborhood in the city, from all ethnic groups and all walks of life. The service that they saw -- where they were sent and what they were sent to do -was just as varied as their backgrounds and their beliefs about the war.

The purpose of the physical monument is not to express or imply approval or disapproval of the war. Nor is it to honor only those who fought or those who died. It is to acknowledge the service and sacrifice of all veterans from New York City who did their individual and collective best under trying and unusual circumstances.

The monument, of course, can not and should not be a monument to "victory" in any traditional sense; rather, it should express reconciliation and evoke lessons of enduring human values which the conflicting experiences of the Vietnam war can offer. And while the purpose of this memorial is not simply to remember the roster of the dead, it should combine an acknowledgment of those who fell with a celebration of life for those who returned. It should strive to express the contradictory yet universally shared experiences of war and peace, of danger and relief, of weakness and strength, of isolation and comradeship.

Fundamentally, the monument should serve as an enduring tribute to the service and sacrifice of those men and women from New York City who served in the armed forces during the years of the Vietnam conflict. It is the earnest hope of the Commission that the monument will forever remind the citizens of this city, of the equally enduring value of common effort among people of differing backgrounds and beliefs, toward a common goal.

In keeping with the sentiment that the memorial should be, in part, a celebration of life, the memorial should acknowledge and incorporate the natural ambience of the site as an integral design element.

# # #

Official Commission of the City of New York, Edward I. Koch, Mayor 250 Broadway, Suite 1412, New York, N.Y. 10007 Telephone: 1 212-608-5800

FOR RELEASE AFTER 11 A.M.

Contact: Catherine P. Saxton

(212) 427-4495James Hebron (212) 608-5800 James Noonan (212) 947-9544

MAYOR KOCH DEDICATES VIETNAM VETERANS PLAZA

"Diva" opera star Wilhelmenia Fernandez, Broadway's Jason Robards, Jr., 26th Army Band, All City Choir, and City Officials Honor City's Vietnam Veterans

New York, July 20 -- Mayor Edward I. Koch, in ceremonies today, dedicated Vietnam Veterans Memorial Plaza, the future site of a memorial for the city's 250,000 Vietnam era veterans. Jason Robards, Jr., star of Broadway's "You Can't Take It With You," gave a dramatic reading from literature of the Vietnam era. Wilhelmenia Fernandez, international opera star and leading lady of the acclaimed movie "Diva" sang the national anthem. Others on the program included The All City Choir, the 26th Army Band, and an Honor Guard from all branches of the armed forces.

Mayor Koch, recognizing the problems facing the city's Vietnam veterans, established the Vietnam Veterans Memorial Commission in late 1982 to raise substantial funds for the monument and for jobs and training programs to help the almost 30% unemployed and underemployed veterans. All that time, Mayor Koch stated, "Veterans of the Vietnam

era came home to silence, if not outright disapproval, in spite of answering their nation's call. Their courage and loyalty were all too often forgotten in the debate over the war."

Money is being raised from New Yorkers in all walks of life and all parts of the country. "This will be a people's memorial, so that the men who fought, and their families, will know that at last the healing has begun," Scott Higgins, co-chairman of the Commission said.

Vietnam Veterans Plaza is located at 55 Water Street, site of the former Jeannette Park (between Broad and Water Streets).

# # #

Official Commission of the City of New York, Edward I. Koch, Mayor 250 Broadway, Suite 1412, New York, N.Y. 10007 Telephone: 1 212-608-5800

#### H. SCOTT HIGGINS, CO-CHAIRMAN

H. Scott Higgins is a Senior Vice President and Director of Corporate Marketing and Client Servicing of Lehman Management Co., Inc., the investment management subsidiary of Lehman Brothers Kuhn Loeb.

Mr. Higgins served in Vietnam as a first lieutenant in the Army and was a supply officer for II Field Force Vietnam in 1967 and 1968. Returning from Vietnam, he was stationed at Fort Lee, Va. at the Logex Site Support Group, with responsibilities to supply and coordinate the annual "War Games" held there. He was awarded the Army Commendation Medal upon his discharge.

Mr. Higgins returned to Vietnam in June, 1982, as part of a delegation sponsored by the Vietnam Veterans of America, to deal with the issues of American Missing-In-Action, the effects of Agent Orange and the Amerasian children.

A graduate of the Wharton School of Finance at the University of Pennsylvania, Mr. Higgins has been a board member of the Veterans Ensemble Theatre Company (New York) for the past three years.

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Official Commission of the City of New York, Edward I. Koch, Mayor 250 Broadway, Suite 1412, New York, N.Y. 10007 Telephone: 1 212-608-5800

#### JAMES M. HEBRON, EXECUTIVE DIRECTOR

James M. Hebron is the former director of the Veteran Advisement Center at the College of Staten Island. He served as an infantryman in the U.S. Marine Corps in Khe Sanh, Vietnam, in 1967 and 1968 and was awarded the Combat Infantry Ribbon, two Presidential Unit Citations and the Vietnamese Cross of Gallantry.

Mr. Hebron, who has devoted more than ten years to veterans' counseling and advocacy, was instrumental in the establishment of the New York State Temporary Commission on Dioxin Exposure, and is currently serving as the commission's outreach coordinator (pro bono). In 1979, he was awarded a special Presidential/Mayoral certificate for outstanding service to veterans and the community.

Mr. Hebron's experiences have appeared in the books:

"Everything We Had," by Al Santoli, Random House; "Ten Thousand
Day War," by Michael Maclear, St. Martin's Press; "Wounded Men,
Broken Promises," by Robert Klein, Macmillan and "Nam," by Mark
Baker, Morrow.

#####

Official Commission of the City of New York, Edward I. Koch, Mayor 250 Broadway, Suite 1412, New York, N. Y. 10007 Telephone: 1 212-608-5800

#### DONALD J. TRUMP, CO-CHAIRMAN

Donald J. Trump is President of the Trump Organization.

A graduate of the Wharton School of Finance at the University of Pennsylvania, Mr. Trump is active in community affairs. He is a member of the New York Citizens Tax Council, the Fifth Avenue Association, and the Realty Foundation of New York and is an advisory board member of Lenox Hill Hospital.

Mr. Trump is also a special advisor to the President's Council on Physical Fitness and Sports.

#####

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#### ACTIVITIES OF THE PROGRAM COMMITTEE

The Program Committee of the New York Vietnam Veterans Memorial Commission will shape a "living memorial" to the veterans who served during the Vietnam conflict. It is a recognition of the many problems that Vietnam era veterans faced upon their return which were not addressed and which continue to present obstacles to many veterans seeking employment.

The Program Committee is charged with the task of soliciting, from existing social service and veterans organizations, program proposals which would provide employment opportunities for veterans. The Program Committee intends to accomplish this task in a careful and measured fashion that will ensure maximum benefit for the dollars spent. We have established a four-step process which will lead to the awarding of a grant or grants.

RESEARCH - The Program Committee is enlisting the aid of experts from the public, private and academic sectors to form an Advisory Panel which will provide guidance and direction in the collection of a data base. We are interested in collecting and putting into a usable form all the available employment-related data on New York City's Vietnam-era veterans. Also, we seek information on all the programs that are currently available to assist veterans along with some measure of each program's success as well as the outlook for future employment possibilities in various areas of work.

The fact that a disproportionate number of Vietnam-era veterans have experienced employment problems is undeniable. Our research is not intended to underscore problems we all know exist but rather to provide the committee with the kind of data necessary to choose a program or programs where we can have the greatest impact. Our Advisory Panel is in formation, and the research itself will begin early in the fall. We expect the research to be completed by February, 1984.

SOLICITATION OF PROPOSALS - Based on our research findings the Program Committee will develop a "Request for Proposals" (RFP) to go out to existing social service and veterans organizations which will provide them with a clear sense of the areas and issues we want addressed in the proposals they submit. In addition to sending the RFP to organizations we are aware of, we will also attempt, through public service announcements and media coverage, to solicit proposals from organizations with whom we have had no previous contact. We expect the RFP to be sent out by the end of April, 1984.

EVALUATION OF PROPOSALS - All proposals submitted will be reviewed by a jury made up of some of the individuals who served on the Research Advisory Panel and members of the Program Committee. Each proposal will be ranked numerically twice; once for the merit of the approach suggested, and once for cost effectiveness. After the jury has ranked the proposals the Program Committee will determine who should be given the award or awards. We expect to choose a proposal or proposals by October, 1984.

PROGRAM EVALUATION AND FISCAL AUDIT - The entire Program Committee process will be documented. The final phase of that documentation is a comprehensive evaluation of the program or programs funded. We will ensure that services promised are indeed being provided and administered in a fiscally responsible manner. The Program Evaluation and Fiscal Audit function will continue for the life of the program itself.

# # #

# Day by Day

### Park Renamed to Honor Vietnam Veterans

A brick-paved park in the financial district was dedicated yesterday as the city's Vietnam Veterans Memorial, while helicopters whirred in the background, landing and taking off from the Downtown Heliport.

"It reminds me of the war," said H. Scott Higgins, co-chairman of the memorial commission, a Vietnam veteran and senior vice president of the Lehman Management Company, an

investment concern.

A \$1 million fund-raising drive is under way to build a memorial and to aid Vietnam veterans. "This shouldn't be the only kind of memorial New York has for its Vietnam vets," proclaimed a pamphlet showing a grave-stone for Martin Edward O'Grady of Queens, killed in Vietnam in 1969 at age 21.

The soldier's brother, Brendan, and sister, Maureen, helped Mayor Koch unveil a sign, "Vietnam Veterans Plaza," as the 26th United States Army band played and, behind the heliport, the Fireboat John D. McKean spewed red, white and blue

water streams.

Mayor Koch was introduced using his World War II rank of sergeant. He told the crowd of 200 or so gathered on Water Street near Broad that it was "outrageous that we as a country have taken so long" to honor Vietnam veterans.

He noted that Thomas J. Cuite, majority leader of the City Council, had helped change the plaza's name from Jeannette Park, which had immortalized the flagship of an 1879 Arctic expedition.

# Koch dedicates plaza for city's Vietnam vets

#### By ROBERT GEARTY

Amid military music and sprays of red, white and blue water, Mayor Koch yesterday dedicated a "Vietnam Veterans Memorial Plaza" to honor 250,000 New Yorkers who served in the armed forces during the Vietnam war.

During the ceremony, Koch unveiled a street sign renaming Jeannette Park, 55 Water St., and a plaque, honoring the "courage, service and sacrifice" of the city's Vietnam veterans.

The park will eventually be the site of a memorial to Vietnam-era veterans.

Overlooking the East River where a fireboat spouted red, white and blue water, Koch, actor Jason Robards and Newsweek editor-in-chief William Broyles told Vietnam veterans, leaders of city veterans organizations and lunchtime visitors that those returning from Vietnam received a rude reception from an ungrateful country when they came home from the nation's most unpopular war.

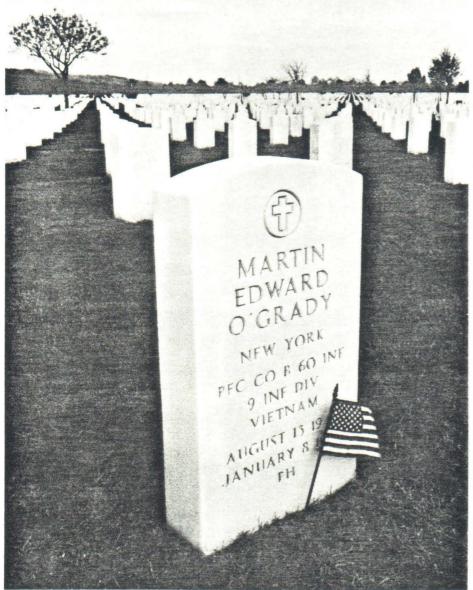
"It is outrageous as a country that we have taken so long to honor the valor of those who served in Vietnam," Koch said. "It is time for New York to honor our Vietnam-era veterans, both living and dead."

About 1,300 veterans from the city died in Vietnam, incuding Martin O'Grady of Queens who died there in 1969 at the age of 21. O'Grady's brother and sister were Koch's guests at yesterday's ceremony.

The New York Vietnam Veterans Memorial Commission, organized by the city to build the memorial, hopes to raise \$1 million to cover construction costs and to fund a jobs program for local Vietnam vets, whose unemployment rate ranges between 25% and 30%.

H. Scott Higgins, a Lehman Management Co. vice-president who co-chairs the memorial commission, said \$75,000 has been collected and the New York Stock Exchange has pledged to raise another \$300,000.

# This shouldn't be the only kind of memorial New York has for its Vietnam vets.



For us, it was a bad dream. For them, it was all too real.

We tend to forget that. In fact, we've been forgetting it ever since the first New York veteran came home from Vietnam.

There were no rousing speeches.

No marching bands.
No ticker-tape parades.
It was no way to treat
people who, at great personal
sacrifice, had served their
country.

The New York Vietnam Veterans Memorial Commission, along with Mayor Koch, thinks it's time we set things right.

Time we built a monument to honor the thousands who gave their sweat, their blood, their lives. A memorial to each and every New York veteran of the Vietnam era.

Time, too, that we started citywide jobs programs—living memorials, if you will—to help the 25 percent of them who remain unemployed.

A site for the monument has been chosen—Vietnam Veterans Plaza, near Water Street. Plans for the programs are in the works. What we need now is the money.

The New York Vietnam Veterans Memorial Fund

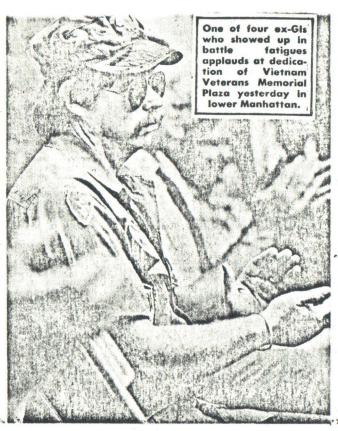
250 Broadway, Suite 1412. New York, NY 10007
It's time.

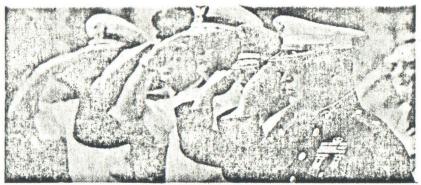
Let's build a memorial. Let's start jobs programs.
Enclosed is my tax-deductible contribution of:
\$10 \$15 \$25 \$50 Other \$\_\_\_\_\_
Name\_\_\_\_
Address

Please, give what you can. A dollar. Ten dollars. Whatever.

It's hard enough for any veteran to live with the memory of war. But it's worse to think that, in the end, no one gives a damn.

#### It's time. Give to the New York Vietnam Veterans Memorial Fund.





New York area officers who survived the costly and tragic Vietnam War proudly acknowledge the belated tribute from their city.

## iet vets in tears at By DOUG FEIDEN AS hundreds of battlescarred veterans looked on with tears in their belated salute

eyes, Mayor Koch yesterday dedicated Viet-nam Veterans Memorial Plaza in a twoacre park in Lower Manhattan.

While fireboats in the East River sprayed geysers of red, white, and blue water, Koch told the emotional crowd that a monument to the 250,000 New Yorkers who served in the

built on the spot. Many vets wept un ashamedly.

"They booed us when we went overseas and they heckled us when we came home," said Marine veteran Bobby Armstrong, whose war wounds will keep him in a wheelchair for the rest of his life.

maybe they won't forget dedicate a "fitting and what we went through. Now, maybe they'll remember what we did for our country."

Koch told a cheering throng of about 500 people that it was "outrageous" that it had taken America so "unbear- Streets in the financial ably long to honor the district, it commands a valor and dedication" of breathtaking view of

permanent monument" by the summer of 1984.

The new Memorial Plaza is located on what had been Jeannette Park.

Bounded by Broad Water, and South



Wounded ex-Marine Mat Raible salutes as the national 

## Extending a hand to Vietnam vets

#### By MARTIN KING

AMES HEBRON remembers the Fourth of July in 1967. He was with the Marine Corps in Okinawa awaiting orders to go to Vietnam.

Anti-war sentiment had not taken hold yet, and Hebron and his buddies were pretty much gung ho about the war.

Hebron was sent to Vietnam that August, and his tour of duty ended in February. He remembers that on the day his plane landed in New York his platoon practically was wiped out in Khe Sanh.

It is what Hebron, 33, calls "survivor's guilt" that prompted him to become involved in Vietnam veter- project is an ambitious one, since up ans' affairs for more than a decade.

Many veterans were unaware of growing war opposition until they returned home to a cool reception.

They continued to feel the chill through many Fourths of July and only recently has there been a thaw. thanks to efforts by people like Hebron.

He was instrumental in establishment of the state's Agent Orange Commission and was awarded a special Presidential/Mayoral certificate in 1979 for outstanding service, with jobs," he says. to veterans.

Today he is director of the Vietnam Veterans Memorial Fund, which collects donations for a monument here and an employment

to 30% of the Viet vets in this area are unemployed.

The memorial will be built in the former Jeanette Park between South and Water Sts. near Broad St. The park has been renamed Vietnam Veterans Plaza, but it will be some time before the monument is put up.

That's all right with Hebron and his friends. "You can't feed your" family on a memorial, but you can

So the focus is on fund-raising to find employment for veterans. That got off to a good start last month when real estate developer Donald Trump presented Mayor Koch with outreach program for veterans. The \$10,000. Businessman Scott Higgins

donated another \$5,000. Trump and Higgins are chairmen of the Vietnam Veterans Memorial Commission, which grew out of a task force created by Koch in 1981.

"We've got \$50,000 right now and expect to have considerably more than that by the end of July," Hebron said. The goal is to reach \$1 million in private donations, he said.

Hebron believes the American attitude toward Vietnam veterans began to change with the return of hostages from Iran in January 1981. The change heightened with completion of a national Vietnam veterans memorial recently in Washington, he said.

"It's time, it's finally time for the Vietnam vet," Hebron said.

Fight Those at the act Street .