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## SECURITIES AND EXCHANGE COMMISSION HISTORICAL SOCIETY

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To: ✓ David Ruder  
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From: Carla Rosati (CRW)

Date: July 20, 2001

Subject: Draft Plan for Society Display at Securities Conference

Based on a suggestion by Dick Phillips, I have drafted the following plan to create and exhibit a portable display on the Society, which can be updated, at securities conferences during the year. I would appreciate your thoughts back on this plan.

Equipment

The display will be consist of five joined panels, faced with Velcro material, which can stand on a 6-foot tabletop. The display will have an interior light to illuminate the center panel. The display will have a title sign: The Securities and Exchange Commission Historical Society. The display will come with its own packing-shipping container.

Display Panels

The display panels will be backed with Velcro, so that they can be easily attached or detached from the equipment.

1) *Society Information Panel*

This panel will be used in all exhibitions during the year, and will be updated annually. It will include:

- slogan of the Society (draft): Ensuring Investing's Past – Exploring Investing's Future
- mission of the Society
- list of trustees

2) *History of the SEC (prepared for use in fall 2001)*

These panels will be used/interchanged during the year as new materials are found at the SEC and in other archives. The panels can include:

- title card: From the History of the SEC
- panel: 1941 group photo of SEC staff
- panel: print of George Mathews commission
- panel: print of Roosevelt letter to Mathews
- panel: 1964 organization chart and photos

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- panel: 1935 senior staff group photo
  - panel: 1995 senior staff group photo
- 3) *1963 Special Study (prepared for use in winter 2002)*  
 The panels can include:
- title card: 1963 Special Study
  - panel: 1963 photo of Special Study participants
  - panels: photos from October 4, 2001 roundtable interview
  - panels: quotes from October 4, 2001 roundtable interview transcription
- 4) *Major Issues Conference (prepared for use in winter-spring 2002)*  
 The panels can include:
- title card: Securities Regulation in the Global Internet Economy
  - panels: photos from major issues conference
  - panels: quotes from transcript of major issues conference

#### With the Display

The following materials will be available for distribution at or takeaway from the display:

- membership brochure
- fall or spring newsletter
- Annual Report
- major issues conference proceedings book (when available)
- a giveaway – a pencil or pen with the Society's name

#### Conferences

I have requested the opportunity to exhibit the display at the following conferences during this coming year:

- Securities Industry Association Annual Meeting, Boca Raton, November 7-10. SIA has approved the exhibition for a \$1,000 fee (this is considerably less than the \$8,000 to \$15,000 that is charged to commercial exhibitors). The fee also includes my conference registration, so that I can tend the display.
- Major Issues Conference, Washington DC, November 14-15. This exhibition request is pending.
- Securities Regulation Institute, San Diego, January 23-25. A request letter has been sent to James Cheek.
- Investment Company Institute General Membership Conference, Washington DC, May 22-24. I am on the list to receive exhibition information.