

CHILDREN'S DENTAL CENTER

DATE: 7 May 90
FROM: David Taylor
Space Center Rotary Club
TO: Gov. Sonny Nichols
Rotary International District #589
#2 Legend Lane
Houston, Texas 77024

PROPOSAL: Send a team of entrepreneurs and lecturers on basic business and market economics to speak in Budapest, Leipzig, Warsaw, and Moscow at two-day seminars sponsored by the new Rotary clubs in those cities.

PRODEURE: Appoint Ad Hoc Committee on "Project Free Enterprise"

PLAN: Select 4 to 8 speakers who can present programs with visual aids and handouts dealing with;

- (1) Small Business Procedures
- (2) Forming a stock company
- (3) Marketing and advertising
- (4) Franchising
- (5) Import/Export
- (6) Banking
- (7) Manufacturing
- (8) Wholesaling and retailing
- (9) Any other basic economic principles geared to small entrepreneurs
- (10) Networking, Rotary, Service

FORMAT: Two-day seminars, done every 3-4 days on a 12-day, or 16-day junket.

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DENTISTRY FOR CHILDREN

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REASON: The Eastern Bloc needs reliable economic principles from individuals who are not also trying to make a buck from them. They especially need grass-roots western style economics, as opposed to the mega-companies like Pepsi or McDonalds.

ARRANGEMENTS: Approach the newly formed Rotary Clubs mentioned with the endorsement of District #589 and Rotary International headquarters. These clubs would be asked to provide a meeting place, and housing or hotels for the speakers. They can charge a small entry fee, but basically only enough to cover expenses there locally.

They will also be asked to host the visitors at a Rotary social function. There would be time for one day of sightseeing before taking a flight or train to the next city. This is not, however, a cultural junket and will be kept fast paced so these speakers can return to their business. I prefer 12-14 days.

COST: I believe the air fare should be paid for by Rotary fund raising. One method would be to put on the seminar here with a significant admission charge. It would also fine tune the program and format. But it might take a special fund-raising drive to pay the costs. Of course the Foreign Rotary Clubs cover their costs.

ORGANIZATION: Have an ad hoc executive committee of only three people. For example, myself, you and whoever you think. I don't have to head it but I am willing to do so. Then sub-committees as follows;

- (1) Curriculum development
- (2) Selection committee for speakers
- (3) Fund raising
- (4) Visual aids and handouts and advertising
- (5) Travel arrangements
- (6) Local arrangements in Europe; one Houston person per city as a liason
- (7) Houston program arrangements
- (8) Communications and secretary to overall committee

functions, and record of policy and arrangements.
Central data.

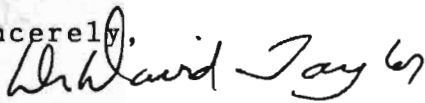
Some of these duties could be assumed by some of the participating speakers if they will take a more active role and are Rotarian.

However, I believe we should pick the most outstanding speakers (whether Rotarian or not) from the college business school faculty, chamber of commerce, speaker's bureau, and by networking the district to find them. They need to be scrutinized; replaceable if not committed to the project or if they do not deliver a satisfactory presentation to the selection committee. They could be asked to present their talks at Rotary clubs as part of the selection process. They must have visual aids.

I feel I can draw on my experience in negotiation youth exchanges to make this happen, but it would require the district to support the ad hoc committee in a big way to do it right. I would like to go along, if possible, as the coordinator and road manager, or even double as the moderator to make introductions and adhere to the timed format, if not, someone will have to take on that roll.

TARGET DATE: This fall, if the troops get on board and the agreements and funds fall into place.

Sincerely,



Dr. David Taylor