

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>No Date</u> | <u>Subject</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|---|
| 54 | 25 | 2/2/1973 | <input type="checkbox"/> | Personal | Letter | From Chapin to Winer RE U.S. Jaycees. 1 pg. |
| 54 | 25 | 1/23/1973 | <input type="checkbox"/> | Personal | Letter | From Winer to Chapin RE United States Jaycees. 1 pg. |
| 54 | 25 | 2/2/2973 | <input type="checkbox"/> | Personal | Letter | From Mills to Chapin RE Ten Outstanding Young Mens Award. 1 pg. |
| 54 | 25 | 2/5/1973 | <input type="checkbox"/> | Personal | Letter | From Chapin to Mills RE Ten Outstanding Young Mens award. 1 pg. |

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>No Date</u> | <u>Subject</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|---------------------------------------|
| 54 | 25 | 2/2/1973 | <input type="checkbox"/> | Personal | Letter | From Cook to Chapin RE Resume. 3 pgs. |
| 54 | 25 | 2/6/1973 | <input type="checkbox"/> | Personal | Letter | From Yates to Cook RE Resume. 1 pg. |

Presidential Materials Review Board

Review on Contested Documents

Collection: WHSF:WHCF:Subject Files
Box Number: 2

Folder: Gen. FG 6-11-1 Chapin [Dwight L.] [1/5/73 - 2/16/73]

| <u>Document</u> | <u>Disposition</u> |
|-----------------|---|
| 49 | Retain Open |
| 50 | Return Private/Personal Ltr., Chapin to Wimer, 2-2-73 |
| 51 | Return Private/Personal Ltr., Chapin to Mills, 2-5-73 |
| 52 | Return Private/Personal Ltr., Yates to Cook, 2-6-73 |
| 53 | Retain Close Invasion of Privacy Ltr., Bruce [Kehrli?] to Dwight [Chapin], 2-8-73 |
| 54 | Retain Open |

February 2, 1973

Dear Sam:

The TOYM event in Salt Lake City was outstanding! I am deeply appreciative for the honor extended to me by the Jaycees. What a memorable occasion for Susie and me.

My best wishes to you, Sue and all of our Jaycee friends.

With best regards,

Sincerely,

Dwight L. Chapin
Deputy Assistant
to the President

Mr. Samuel D. Winer
President, The United
States Jaycees
P.O. Box 7
Tulsa, Oklahoma 74102

RECEIVED
FEB 5 1973
CENTRAL FILES



Office of the President
THE UNITED STATES JAYCEES

*Cattell
Th on Frick*

January 23, 1973

Mr. Dwight Lee Chapin
5113 Baltimore Avenue
Washington, D. C. 20016

Dear Dwight:

It certainly was enjoyable meeting you in Salt Lake City, and let me add my congratulations to the many you have already received for being selected one of America's Ten Outstanding Young Men. Your record of achievement is remarkable, and let me challenge you to continue to live by the last line of our Jaycee Creed, "that service to humanity is the best work of life."

The United States Jaycees were proud to host you at our 35th Annual TOYM Congress. May you have Godspeed in all future endeavors.

Sincerely,

Samuel D. Winer
President

SDW:jc



2

GENERAL

fpd

February 5, 1973

FG6-11-1/

MAR-48

AWARDS

Dear Mr. Mills:

Thank you for your letter of February 2 concerning the TOYM Congress recently held in Salt Lake City. It was a great honor to be chosen as one of the Ten Outstanding Young Men and I am glad you feel that my selection was deserving.

It is easy to see why you are proud of Salt Lake City. My wife and I enjoyed our all too brief stay.

With every good wish,

Sincerely,

Dwight L. Chapin
Deputy Assistant
to the President

Mr. Lawrence Mills
W.S. Hatch Co.
P.O. Box 1825
Salt Lake City, Utah 84110

4

W. S. HATCH CO.

WOODS CROSS, UTAH 84087

PHONE 295-5511 (801)

WU TWX 910 925 5178

TERMINAL OFFICES

CONCORD, CALIFORNIA - 825-5111 (415)

LOS ANGELES, CALIFORNIA - 775-1151 (213)

SALINA, UTAH - 529-3667 (801)

GENEVA, UTAH - 785-4316 (801)

VERNAL, UTAH - 789-0432 (801)

DUCHESNE, UTAH - 738-5533 (801)

GREEN RIVER, WYOMING - 382-2920 (307)



TRANSPORTATION

February 2, 1973

MAILING ADDRESS:

P. O. BOX 1825

SALT LAKE CITY, UTAH 84110

Mr. Dwight Lee Chapin
Deputy Assistant to the President
The White House
Washington, D. C. 20000

Dear Mr. Chapin:

As a sponsor of this year's 35th Annual Congress of America's Ten Outstanding Young Men, we were especially pleased to have a fine young man of your caliber as one of the award recipients.

While I have been a member of the Jaycees for many years (and am now a JCI Senator), this is the first TOYM Congress I have attended. I thought the Awards Ceremony was very impressive and particularly appropriate to be held in our Salt Lake Tabernacle. The brief film clip and comments about you and the other recipients were well done. I think we need many more of these type of events in the USA to stress the positive about what people are doing for our country, rather than the negative which points out what is always wrong with our country and its citizens.

We were proud to be associated with you and other fine recipients in this event. The other events preceding the Awards Ceremony were also very interesting, and especially the seminar where questions were asked of the recipients. I was particularly interested in your comments about the Communist Leaders you met and their radical belief and completely opposed to our way of life and form of government. Often times we get the wrong impression in reading or hearing about these matters. I am glad that we have at least one young man in our top level of government, like you, that thinks differently.

I hope you liked Salt Lake City. We are proud of our city and state and hope you will come here again soon. Congratulations again on your outstanding achievements. May you continue to have much success.

Sincerely,

Lawrence Mills
Vice President &
General Manager

bj

BE SURE - BE SAFE

GENERAL

February 6, 1973

FG6-11-1 / Chapin, Dwight

Dear Mr. Cook:

The resume you forwarded to Mr. Chapin was received today. Since he feels it would be untimely to see you prior to assuming his responsibilities at United Airlines, I suggest you may wish to contact him later on this spring.

Sincerely,

(Mrs.) Nell Yates
Secretary to
Dwight L. Chapin

Mr. Richard F. ^XCook
1044 Meadowlark Lane
Glenview, Illinois 60025

9

RECEIVED
FEB 7 1973
CENTRAL FILES



RICHARD F. COOK 1044 Meadowlark Lane, Glenview, Illinois 60025

Mr. Dwight L. Chapin
The White House
Washington, D.C.

February 2, 1973

Dear Mr. Chapin:

I'm writing you because I would like to work for you when you join United Air Lines. My interests and experience are in the areas of market planning, analysis, and development.

I have had 14 years of solid growth focused on marketing, advertising, and sales. I have planned and directed successful marketing and advertising programs for consumer products and services, have held both staff and line positions with sales and profit responsibility, and am accustomed to working with and selling to all levels of management.

I am a graduate of the University of Chicago, Graduate School of Business with a BS in Marketing, and of the University of Notre Dame with a BS in Marketing.

Attached is a resume which further outlines some of my qualifications. May we meet to discuss the contributions I believe I can make to United Air Lines.

Sincerely,

A handwritten signature in cursive script that reads "Dick Cook". The signature is written in dark ink and is positioned above the typed name.

Richard F. Cook

RICHARD F. COOK

1044 Meadowlark Lane
Glenview, Illinois 60025
Home Phone: (312) 724-3955

Position Objective

Marketing/Advertising Management

Summary

Background of 14 years successful experience in marketing, product management, sales, and advertising. Have served as Marketing Director, Product Manager, Account Supervisor, and Advertising and Sales Promotion Manager. Have had increasing responsibility for developing and implementing successful marketing and advertising plans for educational programs, food products, financial services, household products, packaging, paper products, liquor, and transportation.

Range of experience includes profit and loss responsibility, long and short range product and market planning, new product development, creation of advertising and merchandising programs, sales, pricing, market research, direct mail, packaging, distribution, forecasting, budgeting, and general administration. A results oriented marketing professional. Experienced in working effectively with all levels of management. Strong analytical, creative, and communications skills.

Experience

Marketing Director, Searle Educational Systems, 1972-Present

Responsible for sales and marketing activities for this new subsidiary of G.D. Searle & Co. Initial marketing efforts are to introduce a comprehensive new health education program directed toward corporate executives. Activities include planning, implementation, and control of all sales and marketing activities required to meet sales and profit goals.

Account Supervisor, Campbell-Mithun Advertising, 1969-1971

Responsible for planning, creating, and implementing national, regional, and local advertising and merchandising programs for assigned products using all major media. Wrote annual marketing plans, test market plans, and fact books. Developed tests for product repositioning, increased pricing, improved packaging, increased media weight, and advertising awareness and effectiveness. Managed accounts such as the A.E. Staley Company, Old Fitzgerald Distillery, Associates Financial Services Company, and the Chicago & North Western Railroad. Supervised 2 employees.

Product Manager, Libby, McNeill & Libby, 1967-1968

Managed a full line of canned vegetables, pickles, and olives in both retail and institutional sizes with annual sales of \$64 million. Developed and implemented complete marketing plans for all products. Coordinated product activities in sales, pricing, advertising, merchandising, distribution, market research, sales analysis, packaging, and product planning. Successfully introduced canned pumpkin pie mix which gained national distribution and a 10% share of market in the first year. Implemented a packaging improvement program which resulted in a \$500,000 savings.

Advertising Manager, Container Corporation of America, 1962-1966

Responsible for directing all corporate and divisional advertising, sales promotion, direct mail, and trade show activities. Set up and managed a design studio subsidiary. Reorganized advertising department along division lines. Introduced a marketing planning system. Developed a corporate direct mail and inquiry handling system. Managed a traveling fine art exhibition. Also helped develop the first corporate long range plan, initiated a computer analysis of account profitability, and developed a low cost system for making sales calls on marginal accounts. Supervised 4 employees. Administered 2 offices with 22 employees.

Advertising and Sales Promotion Manager, Steiner Company, 1959-1961

Responsible for all advertising, sales promotion, public relations, market research, packaging, and trade show activities for this paper products manufacturer selling through distributors and dealers. Completed special assignments in new product development, sampling, corporate identity, long range planning, sales and distribution analysis. Supervised 6 employees in 2 offices.

Other Activities

Have taught and lectured at the American Management Association, American Marketing Association, National Society of Art Directors, Loyola University Graduate School of Business, and Roosevelt University.

Established and operated four small mail order companies selling a mailing list of corporate officers, a hearing protector to college students to provide instant quiet for studying, a reading planner to help develop a regular periodical reading schedule, and a Christmas card address record and list.

Education

MBA in Marketing...University of Chicago, Graduate School of Business...1961
Completed degree requirements in night school.

BS in Marketing...University of Notre Dame...1955
President of the Marketing Club, Commerce Forum, and the Commerce Activities Council. Sales Manager for the campus radio station.

Military Service

U.S. Air Force...First Lieutenant...1956-1958
Jet Pilot. Also served as Training Officer in a Basic Training Squadron, and as Instructor in Communications at Officer Candidate School. Honorable discharge. Am a licensed commercial pilot.

Personal

Age 39
Married, Four Children
5'7", 135 Pounds
Excellent Health

References

Business and personal references available upon request.