

THE WHITE HOUSE

WASHINGTON

September 10, 1973

Dear Dr. Kehoe:

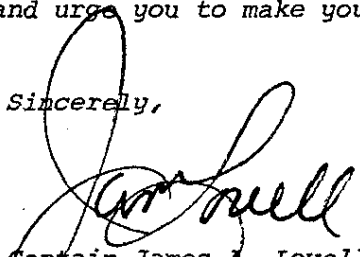
On October 23-24, 1973, the President's Council on Physical Fitness and Sports, of which I am Chairman, will be holding the second Annual National Conference on Physical Fitness in Business and Industry. The meeting will be held in Washington, D.C. at the Marriott Twin Bridges Motor Hotel.

The purpose of the conference, which begins at 2:00 p.m. on October 23 and concludes following lunch on October 24, is to assist companies in developing physical fitness programs. A report of a sample of existing company programs will be given and guidelines for program development and administration will be presented. Several companies will receive recognition awards for their support of the national fitness effort.

The conference will feature corporate presidents, noted medical authorities, and physical fitness experts. Special sessions will also be held for medical directors, fitness leaders and marketing directors.

You are cordially invited to attend this conference with members of your company. Additional information is available from the offices of the President's Council on Physical Fitness and Sports at AC 202 755-8800. We do anticipate a limited registration and urge you to make your plans as soon as possible.

Sincerely,


Captain James A. Lovell, USN (Ret.)
Consultant to the President on
Physical Fitness and Sports

N13993