

Waterloo

MUNICIPAL AIRPORT



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- WATERLOO, IOWA

November 6, 1951

Mr. Amon G. Carter
Publisher & Editor
Fort Worth Star Telegram
Fort Worth, Texas

Dear Mr. Carter:

In line with the conversation which you and I had in Washington while attending the Airports Advisory Committee meeting, I am dropping you this letter in reference to the annual convention of the American Association of Airport Executives which will be held in Fort Worth next spring.

I met with the Texas delegation of airport people in Norman, Oklahoma, on October 12th, and told Bill Fuller, Ed Travis, and the group at that time that you had advised me in Washington that you would cooperate with us 100% to make our airport management conference a big success.

On October 24th I wrote to Bill Fuller giving him more specific details regarding the convention. We have succeeded in getting representatives from all the Texas cities to cooperate with Bill Fuller in making this affair in Fort Worth a big success.

I would like to briefly call your attention to two or three items which I mentioned to Bill Fuller, and if you are able to attend their meeting on Friday of this week, November 9, perhaps you can help point out to the boys how important these items are to us.

Exhibits & Advertising:

For the past several years our convention has had an airport equipment exhibition in conjunction with our convention. Suppliers of airport equipment, merchandise, gasoline, oil, lighting systems, etc., have been solicited to buy exhibition space in the convention hall or city, and also advertising space in our printed program. The profits from the sale of this exhibition and advertising space goes a long way toward paying the operational cost of the Association from year to year. Perhaps Maury Hoffman would be willing to assist Bill Fuller in getting some of the suppliers of your new airport to help out in this respect.

Entertainment and Program:

I know the boys at their meeting on November 9th are going to discuss the theme of the formal program. We would like to have some top notch government speakers, and I know of no one who would be better able to get them there for us than you.

I quote three paragraphs in my letter to Bill Fuller in reference to entertainment which I would like to pass along to you for whatever you might be able to do about it.

"You will remember at the business meeting at Minneapolis last year the remark was made on the floor by one or two members that there did not seem to be anyplace where the rank and file of the membership could get together, and have a few drinks and simply shoot the bull.

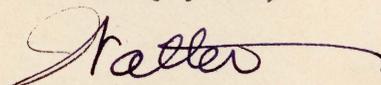
I wondered if we could work out a proposition with the hotel to have a large sample room on the mezzanine floor with a sign above the door "For Registered Guests only" and have a small bar in the corner of the room where they would sell mixed drinks for 25¢ or 30¢ a shot, with a number of small tables in the room where the boys can congregate to have a few drinks and shoot the bull and still the cost would not be prohibitive. Legion clubs and veterans clubs seem to do all right on charging a small amount for their drinks, and I thought possibly we could do the same in a case like this. The Convention Committee might have to subsidize the party to a certain extent. This is something for you fellows to think about down there.

As I have discussed the matter with various fellows around the country, it has also been the concensus of opinion that rather than having a straight cocktail party and dance, which is actually trite entertainment, that it would be a good deal more fun in Fort Worth to have something typically Southwestern. Of course, if Amon Carter would want to have a party at Shady Oaks for the gang, that would certainly be one of the big highlights of the convention. Otherwise a Rodeo or a deal similar to what they had in Oklahoma City in 1949 seems to have a great amount of appeal for most of the membership."

There will probably be in attendance at the Convention between 400 and 500 people with between 250 to 300 paid registrants. If we work it as we have in the past only those who pay the registration fee will be eligible for the special entertainment. Of course, that is one reason for having some of the special entertainment, to make it interesting enough to the boys so that they are willing to pay the \$20 or \$25 registration fee.

Your cooperation in this matter will certainly be appreciated by all the members of the airport industry.

Cordially yours,



Walter E. Betsworth, President
AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES