

THE MINNEAPOLIS STAR AND TRIBUNE

July 6, 1954

JOHN COWLES
PRESIDENT

Mr. Amon G. Carter, Publisher and Chairman of the Board
Fort Worth Star Telegram
400 West Seventh Street
Fort Worth 1, Texas

Dear Amon:

As you know, last October General Eisenhower was presented with the Eisenhower Exchange Fellowships as a birthday gift honoring him for his contributions to humanity as soldier, statesman, and one of the world's great citizens. This non-partisan, non-governmental program represents a new concept in fellowships and is bound to have beneficial effects throughout the world. President Eisenhower responded to this program immediately and is following its progress with enthusiasm.

It is my own conviction that much good can result from training leaders at a high level on an international basis, just as industry in our own country develops young executives who show exceptional promise. From the enclosed brochure you will note that these Fellowships are on a higher level than the usual student scholarships. These Fellows must be mature men or women, 25-40 years of age, who have already demonstrated their ability in the field of their country's greatest need. It is expected that their qualifications will enable them to do the most good for their respective countries and, as a result, for relations between their countries and America.

Obviously, the financial requirements will be considerable. The overall national goal for 1954 is \$500,000. A number of companies, both large and small, have endorsed this program by making contributions ranging from \$100 to \$10,000. I have undertaken to serve as Chairman for our Publishing group during the first year, and will be most happy to receive your check made payable to the Eisenhower Exchange Fellowships, Inc. The U. S. Treasury Department has ruled that such contributions are tax-deductible.

I trust your firm will want to make a contribution to this program which cannot fail to improve relations throughout the world and strengthen the fabric of peace and freedom. I would appreciate your sending your check to my attention so that I can personally keep track of what our group is doing.

Sincerely yours,



John Cowles

EISENHOWER
EXCHANGE
FELLOWSHIPS



INTRODUCTION

THE EISENHOWER EXCHANGE FELLOWSHIPS were established in honor of General Eisenhower, on a non-partisan basis, for his contributions to humanity as soldier, statesman and one of the world's great leaders. They are available to citizens of the United States and of the other free nations. They are completely non-political and independent of established educational institutions. They offer people in the countries of the free world training in leadership as a positive force for international friendship.

These Fellowships are awarded to the most promising individuals in the free world. These individuals — ranging in age from 25 to 40 — must have demonstrated their ability and may be actually working in the field of their country's greatest need. The Fellowships are not limited to formal study but provide each recipient with practical, day-to-day experience in his area of greatest need and skill.

Potential leaders in the fields of greatest need in other nations will be brought to the United States for first-hand observation of our developments in their fields. At the same time, well-qualified individuals from our country will be sent abroad with similar objectives in mind. The Eisenhower Fellows from overseas will therefore have free access to our practical knowledge and creative thinking, and the American Fellows will be broadened by working in nations with very different cultural patterns.

The free nations of the world, more than ever before, need leaders with vision, with imagination, and with high standards of responsibility. The Trustees think American industry, in fact the whole business community, tends to benefit through the Program, because it assists in raising standards of living in various parts of the world and expanding markets for trade.

With the establishment of this unique program comes a new concept of scholarships which embraces the philosophy of Dwight D. Eisenhower. They will further an idea of greatest interest and concern to him, for the President has said that such a fellowship program "Can well become the most meaningful thing that has happened in our time".

ORGANIZATION

THE EISENHOWER FELLOWSHIPS PROGRAM is administered by a Board of Trustees composed of prominent businessmen and leaders in other fields who share President Eisenhower's enthusiasm for the development of leaders. These men and women, comprising many of the most broad-visioned and distinguished individuals in America, are giving generously of their knowledge and experience. The non-partisan composi-

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tion of the Board will be readily apparent by a review of its membership shown on the last pages.

Through their Executive Committee, they participate in the selection of Eisenhower Fellows, the planning of individual programs, and the financial responsibility for the Fellowships. A full-time Executive Director has been appointed to coordinate the activities of the major Committees:

SELECTION COMMITTEE:

This Committee chooses each year the countries which will participate in the program — after careful study, consultation with persons intimately acquainted with each foreign country, and visits by representatives to every major area of the world.

These countries are selected on the basis of greatest need, the capability of the United States to meet that need, and the mutual desire to develop a closer understanding. The Selection Committee then awards Eisenhower Fellowships to the best qualified individual from each of the selected countries.

PROGRAM PLANNING COMMITTEE:

Using methods familiar to business firms which have executive development programs for people who have shown exceptional promise, this Committee plans an individual twelve-month program for each Eisenhower Fellow. The program takes into account the Fellow's abilities, his interests and the specific responsibility he has and will have in his own country. Every program will include travel, consultations with experts in the fields of interest, on-the-job training, and perhaps a period of post-graduate study.

THE FINANCE COMMITTEE:

This Committee is responsible for financial planning and for the acquiring of funds to assure the program's continuing success over the years.

PROGRAM FOR 1954

TWENTY EISENHOWER FELLOWS are currently being selected — fourteen potential leaders from overseas and six from the United States. Each Fellow from abroad will spend his first two weeks in Cambridge, Massachusetts with the Executive Director. During this period of orientation Fellows will be permitted to attend classes at nearby universities (Harvard, M. I. T., Boston University, etc.) and to visit local manufacturing concerns, research laboratories, and other organizations.

Simultaneously the Executive Director in conjunction with the Program Committee of the Board of Trustees, will be reviewing the itinerary of each Fellow which will take him to business firms, government offices, and field installations appropriate to his own

area of interest. Each Fellow will be permitted to do intensive work at those places which he believes will be most helpful to him. Each Fellow will be encouraged to record his experiences while in the United States to assist him in orienting his thinking towards resuming his work in his country.

President Eisenhower has expressed keen interest in meeting the recipients of the Fellowships which bear his name. At the beginning of this year's program, the President plans to invite the Eisenhower Fellows to meet with him in Washington.

FINANCIAL REQUIREMENTS

THE BOARD OF TRUSTEES is providing an opportunity for individuals, corporations, and foundations to share in the sponsorship of the Eisenhower Exchange Fellowships. Already many leading businesses and individuals have responded with gifts to help meet the 1954 goal of \$500,000. Contributions will be used to underwrite current Eisenhower Fellowships and to build a reserve to assure the continuation of the program.

The Board is making plans to provide seventy-five Fellowships each year, feeling confident that enlightened individuals will contribute the \$800,000 needed annually. While the program will be supported by annual giving, interested sponsors may plan either capital gifts or annual contributions. The U. S. Treasury Department has ruled that gifts to the Eisenhower Exchange Fellowships are tax-deductible.

SIGNIFICANCE OF THE FELLOWSHIPS

THE EISENHOWER EXCHANGE FELLOWSHIPS can be a real power in helping to solve the problems which inevitably will arise, tomorrow and forever. This opportunity for interchange of ideas and a mutual sharing of experience challenges the potential leaders of the world to prepare themselves for responsibility — to equip themselves with administrative and creative skills of the highest order. Unless men of high caliber are trained to meet the challenges which beset this troubled world, the desire for freedom, the spirit of enterprise, and the search for opportunity among the peoples of the free nations cannot long endure.

It is fitting that American business and professional leaders have undertaken the initial sponsorship of the Eisenhower Fellowships and the responsibility for their continuing support. The United States can call upon a vast storehouse of ideas and administrative skills in providing assistance to the promising individuals from abroad. At the same time, Fellows from this country have much to learn from the basic research, the wealth of experience, and the cultural heritage of other lands. The Eisenhower Fellowships will foster understanding, mutual respect, and genuine friendship among the many nations of the world. The Fellowships can be one of the strongest forces for peace, built on a solid and practical foundation, in the world today.

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. . . something that can well become the most meaningful thing that has happened in our time.

. . . I know almost every man or woman on the Board of Trustees—and I am proud to have my name associated with theirs.

Dwight Dusenberry

October 14, 1953