

Flood Recovery Task Force, Inc. Correspondence:
Lashford, Edgar 1972 September

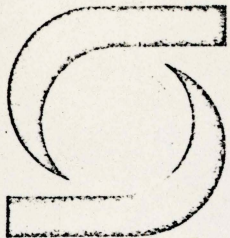
File
Food Recovery
Task Force



University City
Science Center
3508 Science Center
Philadelphia, Pa. 19104
215 EV 7-2255

J. Plater-Zyberk, Jr.
Manager, Environmental
and Economic Programs

Mike Hough -



University City Science Center

3508 Science Center
Philadelphia
Pennsylvania 19104
215 EV 7-2255

September 12, 1972

Mr. Edgar Lashford
Executive Vice President
Greater Wilkes-Barre Chamber of Commerce
92 South Franklin Street
Wilkes-Barre, Pennsylvania 18701

Dear Mr. Lashford:

The development of new job opportunities, the planning and support for new growth in local industries, and the location of new employees in your region is a huge task requiring a strong mix of special talents in an action program.

The Science Center has extensive experience in organizing complex regional programs utilizing the talents and support of private industry, appropriate governmental agencies, and specialists from the university community. We feel that our capability should be of crucial importance in your plans for regional economic recovery in the wake of the flood disaster. As an example of our activities in promoting business activity and regional economic growth, we are preparing to conduct a unique ~~flood~~ effort to give small and medium industries refined management assistance and to develop a regional on-going management support program that will be transferred nationally. The overall objective is to improve the survival and growth record of companies with new ideas.

Individuals from industry, regional agencies including the Chamber of Commerce, and the university community will contribute in the following areas:

- management and organization;
- forecasting and planning;
- finance and accounting;
- personnel and training;
- marketing strategies and distribution;
- product planning and development;
- locational problems.

A non-profit
Delaware Valley
corporation engaged
in the application of
scientific and
technical knowledge
to improve the
quality of life

University City Science Center

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The program is geared to firms that can be identified as having growth potential, increased employment potential and generally are technology-oriented.

The Economic Development Administration and the National Science Foundation will sponsor this two and one half year project involving approximately 60 companies in the Delaware Valley. We could expand this program to include your region and key companies whose growth would aid your economic recovery.

The Science Center, in addition, is forming specialized study and action groups to work on specific management problems. These include:

- continuing education and personnel development programs;
- industrial and municipal productivity planning and program implementation;
- productivity bargaining and technical support consulting services.

Mr. Morton Baille of the Economic Development Administration, U.S. Department of Commerce suggested that we contact Judge Max Rosen and you, to work out a potential plan for applying the resources of the university business schools and business community in the Delaware Valley to aid you in your recovery programs.

The Science Center is a not-for-profit consortium of 25 universities and health related institutions supported by the business community. We are oriented toward applied research and demonstration programs utilizing unique, non-conventional approaches to community problems. We are also results conscious.

Examples of activities that the Science Center has organized, coordinated and managed include:

- regional environmental and water resource studies;
- regional urban economic and business action programs;
- applied research utilizing new technology;
- location of minority enterprises;
- applied research in behavioral sciences;
- applied research in education;
- housing research and development;
- alcoholics rehabilitation research;
- regional medical research programs;
- regional conferences on environmental problems;
- national power information center;
- a regional kidney operation program;
- health and behavior forecasting research;
- research in consumer product related accidents;
- several R&D abstracting projects.

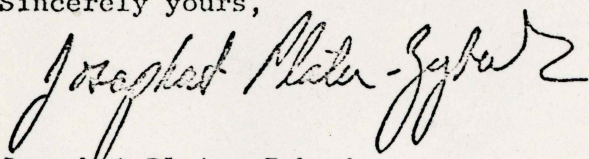
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This is an example of the broad range of our activities and our capability to foster cooperation on projects to solve community needs.

We would welcome an opportunity to further discuss the role of the Science Center sometime in the near future.

Sincerely yours,

A handwritten signature in dark ink, reading "Josaphat Plater-Zyberk". The signature is written in a cursive, flowing style with a large, stylized "Z" at the end.

Josaphat Plater-Zyberk
Manager, Environmental and Economic
Programs

JPZ/jr

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