

Col. Alfred J. Reese, Jr., USA (Ret)
PO Box [REDACTED]
Lehighton, PA 18235
Tel. [REDACTED]
e-mail-afreesejunr@aol.com

7 April 2003

Howard Stringer
[REDACTED] East 91st Street
New York, NY 10128

Dear Howard,

Congratulations on your recognition by the Welsh Society of Philadelphia. I asked for and was denied the opportunity to point out that you and I are the only living persons who share four distinctions. First, and the most important distinction, is that we are Welshmen. We have been recognized by Green Mountain College with the George Jones Award, by the National Welsh-American Foundation with its Heritage Medallion, and, as of the dinner, we have both received the Robert Morris Award. We also both suffered through the ancient sound system that no one has learned from experience to check in advance, or better yet, trash.

Now for a more important subject, your eyesight. Faye developed wet type macular degeneration that was first addressed with laser surgery. Unfortunately, the laser treatments damaged one eye to the extent that she completely lost the central vision. We ended up at Hahnemann (?) Hospital in Philadelphia where she underwent an experimental treatment consisting of 8 very low intensity radiation treatments. They were successful to the extent that her remaining relatively good eye stabilized and, though we know it will never get any better, it has not gotten any worse. The message is to be careful with laser.

Back on 6 March 1999, while I was the President of the Welsh National Gymanfa Ganu Association (WNGGA), I wrote to you seeking advice. I clearly stated that I was not looking for any money and that I was truly looking for help. You are familiar with the annual National Gymanfa Ganu, but I was sure you were not aware of the organization that has been responsible for these annual productions. The WNGGA, responsible for the seventy-two annual gymanfaoedd, is clearly the foremost Welsh oriented organization operating on the North American Continent. No one, outside of the management of the WNGGA, is aware of how tenuous is the financing of the annual events. In recent years, 1990 and 1997, we suffered losses that served to shake the confidence over the future of the nationals.

Obviously, our greatest disadvantage is the small Welsh descendent population in North America in comparison to the Irish, Scottish, and German groups. The inborn conservatism of the Welsh and the perceived solemnity associated with an event that highlights hymn singing also serve to reduce awareness of our heritage. Attempts to build the visibility of the Welsh and their accomplishments in a documentary, that I got the WNGGA to accept as a project, have not really gotten off the ground.

I have known for some time that there are approximately 150 United States and Canadian corporations with operations in Wales. It was always my hope that we could somehow stabilize the financing of the annual events to eliminate or reduce the nervous situation confronting a local venue

committee desiring to sponsor a national gymanfa. These corporations seemed like a potential target. I was not being widely opportunistic. I set, as an objective, the relatively modest goal of obtaining a \$2,000 contribution from ten of the corporations thus providing a stable base of \$20,000 a year to underwrite the annual.

Our problem, especially mine, was that no one seemed to know how or seemed ready to approach the corporations with this modest request. I never did learn how to raise money; I was only experienced in spending it. I was hoping that you could advise us on the best approach to get in the door at the level authorized to consider and approve such a proposal.

Since that letter, I led and secured approval of significant changes in the WNGGA with its board assuming greater responsibilities for the nationals, becoming the main sponsor and inviting local co-sponsoring groups, advancing modest seed money, and co-signing necessary contracts with hotels and for other facilities.

As the annual nationals, which began as one-day events, eventually grew into the four-day celebration you were familiar with in Wilkes Barre, a major change in its complexion and complexity occurred. Events including: a noson lawen, a grand banquet, grand concert, a Welsh Market Place and seminars and tours; clearly made the celebration more diversified and, some thought, began to overshadow the actual Sunday gymanfa sessions.

A major change occurred in San Jose at the 70th Annual that saw street festivals and a Wales World Nation Pavilion sponsored by The National Assembly of Wales, the Wales Tourist Board and the Welsh Development Agency. The pavilion included live music, street theater, and dance; a science exhibition; Welsh food and cooking exhibitions; Welsh craft demonstrations; and exposition of Welsh tourism and film industry. Clearly, this was a significant change. However, while this led to the change of the name to the North American Festival of Wales, the name of the organization remains the Welsh National Gymanfa Ganu Association and all effort will be expended emphasizing the importance of The National Gymanfa Ganu

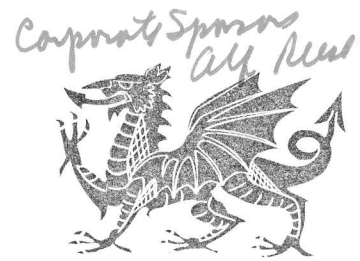
However, it is recognized and hoped that the change will improve its identity as a celebration of Welshness this side of the Atlantic, increase the attractiveness of the annual event and lead to greater participation. It seems to me that these changes should make the event more attractive to potential corporate sponsors desiring publicity and visibility regarding their interests and activities both here and in Wales.

I realize this is an extremely long letter for a busy man. If I tried this on one of my bosses they would have thrown me out of their office. I hope it leads to some solid advice on how we should approach the problem or, more hopefully, even create an interest for active participation, of a busy man, with your contemporaries. This could well be your greatest contribution to the advancement of the Welsh Community in North America.

Sincerely,

Alfred J. Reese, Jr.

PS To add more to my infliction, you may be interested in knowing that I am deeply involved in writing the history of the WNGGA in anticipation of its 75th anniversary celebration in Niagara Falls, NY in 2004



The Welsh National Gymanfa Ganu Association, Inc.

(Founded 1929)

Board of Trustees

Col. Alfred J. Reese, Jr., President
P.O. Box [redacted]
Lehighton, PA 18235

Dr. Alan Upshall, Vice President
[redacted] 163 Road
Bothell, WA 98011

Mrs. Lynn Owens-Whalen, Secretary
[redacted] Dunbar Street
Vancouver, BC V6N 1W8

Mr. David A. Williams, Sr., Treasurer
[redacted] Auburn Road
Chardon, OH 44024

Mr. Russell Williams
Executive Committee At-Large
[redacted] Vermeer Drive
Nokomis, FL 34275

Mrs. Mae Howells Anderson
Minneapolis, Minnesota

Mrs. Olwen Joyce Anderson
Selinsgrove, Pennsylvania

Ms. Myfanwy S. Davies
Endowment Scholarship Chair
Ottawa, Ontario

Rev. Dr. R. Cerwyn Davies
Past President
Scarborough, Ontario

Mr. T. E. Field
Don Mills, Ontario

Mrs. Gloria Collins Kondrat
Monroeville, Pennsylvania

Mrs. Catherine J. Lloyd
Baltimore, Maryland

Mrs. Joan Owen Mandry
Lisbon, Ohio

Mrs. Barbara A. Morgan
Baltimore, Maryland

Ms. Mary Ellen Morgan
Columbus, Ohio

Mr. Jack Nesbitt
Kansas City, Missouri

Mrs. Phyllis Morgan Owens
Vancouver, British Columbia

Mrs. Sheila Pepper
Nepean, Ontario

Mr. Howell Pritchard
Etobicoke, Ontario

Mr. Lloyd Savage
Chillicothe, Ohio

Ms. Torney Paul E. Stevens
Endowment Fund Chair
Poland, Ohio, USA

Ex-officio Vice Presidents

Mrs. Ann L. Jenkins, President
Women's Welsh Clubs of America
Warren, Ohio

Mr. Thomas W. Gable, President
National Welsh American Foundation
Taylor, Pennsylvania

Mrs. Carolyn J. Kearney, President
Welsh Associated Youth
Shamokin, Pennsylvania

International Headquarters

Mr. Ellis J. Jones, Executive Director
Gustavus Adolphus College
[redacted] College Avenue
St. Peter, MN 56082-1498
Phone: [redacted]
FAX: [redacted]
E-mail: WN [redacted]

25 September 1999

Howard Stringer
President

Sony Corporation of America
[redacted] Madison Avenue, 34th Floor
New York, New York, 10022-3211

Dear Howard,

Reference my letter of 6 March 1999, copy inclosed, seeking advice on the subject of corporate sponsorship of the Annual Welsh National Gymanfa Ganu.

The 68th Annual Welsh National Gymanfa Ganu, held in Minneapolis 2-5 September 1999, was an outstanding cultural and educational event attended by over 1200 Welsh descendants from the United States, Canada, Wales and as far away as New Zealand.

It reminded me of the importance of making an effort to secure corporate sponsorship for this annual gathering. So much could be done for the mutual benefit of both the sponsors, who would be publicized in all of our publications and communications, and the Welsh National Gymanfa Ganu Association

I believe so strongly in this that I have made a commitment, calling myself an un-incorporated corporation eligible at half the rate for a corporate sponsor, of support for the next five years.

Believe me when I say that I am bothering you only for advice. Perhaps you could have one of your experts in the field of giving help me and the great Welsh National Gymanfa Ganu Association..

Sincerely,

Alfred J. Reese, Jr.
President, WNGGA

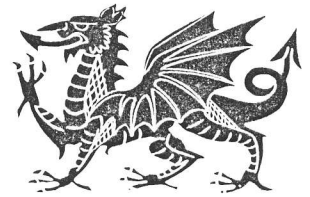
68th WELSH NATIONAL GYMANFA GANU - Minneapolis, Minnesota, USA - September 2-5, 1999

North America's final, foremost gymanfa of the century featuring a premiere for the new millennium...

Côr Cymry Gogledd America—The North American Welsh Choir

The Welsh National Gymanfa Ganu Association, Inc.

(Founded 1929)



6 March 1999

Board of Trustees

Col. Alfred J. Reese, Jr., President
P.O. Box [REDACTED]
Lehighton, PA 18235

Dr. Alan Upshall, Vice President
[REDACTED] NE 163 Road
Bothell, WA 98011

Mrs. Lynn Owens-Whalen, Secretary
[REDACTED] Dunbar Street
Vancouver, BC V6N 1W8

Mr. David A. Williams, Sr., Treasurer
[REDACTED] Auburn Road
Chardon, OH 44024

Mr. Russell Williams
Executive Committee At-Large
[REDACTED] Vermeer Drive
Nokomis, FL 34275

Mrs. Mae Howells Anderson
Minneapolis, Minnesota

Mrs. Olwen Joyce Anderson
Selinsgrove, Pennsylvania

Ms. Myfanwy S. Davies
Endowment Scholarship Chair
Ottawa, Ontario

Rev. Dr. R. Cerwyn Davies
Past President
Scarborough, Ontario

Mr. T. E. Field
Don Mills, Ontario

Gloria Collins Kondrat
Monroeville, Pennsylvania

Mrs. Catherine J. Lloyd
Baltimore, Maryland

Mrs. Joan Owen Mandry
Lisbon, Ohio

Ms. Barbara A. Morgan
Baltimore, Maryland

Attorney Mary Ellen Morgan
Columbus, Ohio

Mr. Jack Nesbitt
Kansas City, Missouri

Mrs. Phyllis Morgan Owens
Vancouver, British Columbia

Ms. Sheila Pepper
Nepean, Ontario

Mr. Howell Pritchard
Etobicoke, Ontario

Mr. Lloyd Savage
Chillicothe, Ohio

Attorney Paul E. Stevens
Endowment Fund Chair
Poland, Ohio, USA

Ex officio Vice Presidents

Mrs. Ann L. Jenkins, President
Women's Welsh Clubs of America
Warren, Ohio

Mr. Thomas W. Gable, President
National Welsh American Foundation
Taylor, Pennsylvania

Ms. Carolyn J. Kearney, President
Welsh Associated Youth
Shamokin, Pennsylvania

International Headquarters

Dr. Ellis J. Jones, Executive Director
Gustavus Adolphus College
[REDACTED] West College Avenue
St. Peter, MN 56082-1498
Phone: [REDACTED]
FAX: [REDACTED]
e-mail: WNL@[REDACTED]

Howard Stringer
President

Sony Corporation of America
[REDACTED] Madison Avenue, 34th Floor
New York, New York 10022-3211

Dear Howard,

Surprise!!! This is not a request for money. It is a request for advice on how to raise money. The late Jack Evans used to laugh at me when I told him that my life in the U.S. Army only trained me for spending money not raising it.

My problem is with the Welsh National Gymanfa Ganu Association (WNGGA) and its financing of the premier Welsh cultural event in North America, the annual four day Welsh National Gymanfa Ganu. This year it is scheduled for 2-5 Sept. in Minneapolis. Each year it grows in size and complexity with corresponding demands for greater financial resources at the venue level. The most difficult period is during early planning stages. A requirement for up front money, before receipts from registrations become available, leads to nervousness and worry for all of us.

The sad part of all this is that we are not concerned with big money. A relatively small amount, say \$20,000 available at the right time, would not only solve this early cash flow problem but would contribute to the continued financial solvency of the Association

For some time, I have had dreams of locating corporate sponsors for the Annual Welsh National Gymanfa Ganu. A logical source would appear to be the 150 cream of the crop North American Companies with facilities in Wales. Even though a dream, it should not be impossible to locate ten companies willing to provide annual corporate sponsorship of \$2,000 each in exchange for grateful public acknowledgment here and in Wales.

The simple question. How does one break through barriers to get to the level where a request for support of this type would even receive consideration?

Sincerely,

Alfred J. Reese, Jr.
President, WNGGA

Packet of Bulletins Separately

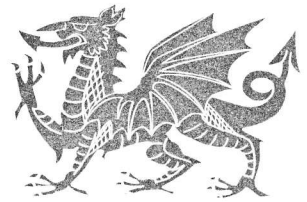
68th WELSH NATIONAL GYMANFA GANU - Minneapolis, Minnesota, USA - September 2-5, 1999

North America's final, foremost gymanfa of the century featuring a premiere for the new millennium...

Côr Cymry Gogledd America—The North American Welsh Choir

The Welsh National Gymanfa Ganu Association, Inc.

(Founded 1929)



Board of Trustees

26 September 1999

Col. Alfred J. Reese, Jr., President

Box 485
Lehighton, PA 18235

Dr. Alan Upshall, Vice President

NE 163 Road
Bothell, WA 98011

Mrs. Lynn Owens-Whalen, Secretary

Dunbar Street
Vancouver, BC V6N 1W8

Mr. David A. Williams, Sr., Treasurer

Auburn Road
Chardon, OH 44024

Mr. Russell Williams

Executive Committee At-Large

Vermeer Drive
Nokomis, FL 34275

Mrs. Mae Howells Anderson

Minneapolis, Minnesota

Mrs. Olwen Joyce Anderson

Selinsgrove, Pennsylvania

Ms. Myfanwy S. Davies

Endowment Scholarship Chair
Ottawa, Ontario

Rev. Dr. R. Cerwyn Davies

Past President
Scarborough, Ontario

Mr. T. E. Field

Don Mills, Ontario

Mrs. Gloria Collins Kondrat

Monroeville, Pennsylvania

Mrs. Catherine J. Lloyd

Baltimore, Maryland

Mrs. Joan Owen Mandry

Lisbon, Ohio

Ms. Barbara A. Morgan

Baltimore, Maryland

Attorney Mary Ellen Morgan

Columbus, Ohio

Mr. Jack Nesbitt

Kansas City, Missouri

Mrs. Phyllis Morgan Owens

Vancouver, British Columbia

Ms. Sheila Pepper

Nepean, Ontario

Mr. Howell Pritchard

Etobicoke, Ontario

Mr. Lloyd Savage

Chillicothe, Ohio

Attorney Paul E. Stevens

Endowment Fund Chair
Poland, Ohio, USA

Ex officio Vice Presidents

Mrs. Ann L. Jenkins, President

Women's Welsh Clubs of America
Warren, Ohio

Mr. Thomas W. Gable, President

National Welsh American Foundation
Taylor, Pennsylvania

Ms. Carolyn J. Kearney, President

Welsh Associated Youth
Shamokin, Pennsylvania

International Headquarters

Dr. Ellis J. Jones, Executive Director

Gustavus Adolphus College
800 West College Avenue
Peter, MN 56082-1498

Phone: [REDACTED]

FAX: [REDACTED]

e-mail: W [REDACTED] du

Paul E. Loveluck, C.B.E.

Tudor Cottage

Rhiwbina Hill

Cardiff, CF4 6UQ

Dear Paul,

How wonderful it was to see you and Lynn in Minneapolis and to be able to have some time together. Bill Griffiths and I and our wives have made it a practice to get away for dinner between sessions of the gymanfa ganu. It gives us sort of a break from the rush of activities on that very full Sunday. Sunday starts with a Board of Trustees meeting at 0730 hours and we just get finished in time for the church service. The two sessions make it a busy day.

We were also fortunate to be able to enjoy the time with Gareth and Val and thank you for that opportunity. What a bundle of Welshness, wit, and humor he brings with him. Copies of the pictures I took on Monday are inclosed.

Maybe the best way of telling you what I'm trying to do with corporate sponsorship of the Annual Welsh National Gymanfa Ganu is to quote from a letter I wrote to Howard Stringer, President, Sony Corporation of America, seeking advice.

I started by saying that the late Jack Evans used to laugh when I told him that my life in the U. S. Army only trained me for spending money not raising it. I then went on to say

"My problem is with the Welsh National Gymanfa Ganu Association (WNGGA) and its financing of the premier Welsh cultural event in North America, the annual four day Welsh National Gymanfa Ganu. This year it is scheduled for 2-5 September in Minneapolis. Each year it grows in size and complexity with corresponding demands for greater financial resources at the venue level. The most difficult period is during early planning stages. A requirement for up front money, before receipts from registrations become available, leads to nervousness and worry for all of us.

The sad part of all this is that we are not concerned with big money. A relatively small amount, say \$20,000 available at the right time, would not only solve this early cash flow problem but would contribute to the

68th WELSH NATIONAL GYMANFA GANU - Minneapolis, Minnesota, USA - September 2-5, 1999

North America's final, foremost gymanfa of the century featuring a premiere for the new millennium...

Côr Cymry Gogledd America—The North American Welsh Choir

continued financial solvency of the Association.

For some time, I have had dreams of locating corporate sponsors for the Annual Welsh National Gymnafa Ganu. A logical source would appear to be the 150 cream of the crop North American Companies with facilities in Wales. Even though a dream, it should not be impossible to locate ten companies willing to provide annual corporate sponsorship of \$2,000 each in exchange for grateful public announcement here and in Wales”.

I did not say so but our acknowledgment would be in the form of repeated publicity in all of our publications and communications. I also emphasized that I was not asking him for money, I was asking for advice on how to gain entrée to that level in corporate life where a request of this type would even receive consideration.

I feel so strongly on all of this that I have made a personal commitment, calling myself an un-incorporated corporation eligible at half the rate of a corporate sponsor, of support for the next five years.

Paul, you have been associated with the Annual Welsh National Gymanfaeodd for so many years that you are more familiar with it than any one in Wales. I know that you know that there is nothing like it anywhere in the world other than Wales. Anything you can do to help, including advice and suggested avenues, in this effort will be greatly appreciated.

Sincerely,

Alfred J. Reese, Jr,
President, WNGGA