

Agenda

May 19, 1978 Friday Evening

El Paseo Restaurante

813 Anacapa Street

6:00 Cocktail Hour

7:00 Buffet Dinner

8:15 Introduction to Public Historical Studies by PHS Fellows, followed by a Media Presentation on the PHS program

Public Historical Fellows

1977-78 Class

Lyle Defenbaugh	Steve Lutze
Anne Diffenbaugh	Rita Lynch
Don Fitzgerald	Kevin McCauley
Rick Forman	Chris Nelson
Reed Holderman	Gayle Olson
Paul Israel	Judy Triem

1976-77 Class

Paul Friedman	Karen Herrmann
Greg King	Todd Shallat
Mary Burschinger	Karen Smith

Conference Staff

G. Wesley Johnson and Thomas Fuller,
CONFERENCE CO-CHAIRMEN

Lyle Defenbaugh, Anne Diffenbaugh, Rick Forman, Kevin McCauley, Gayle Olson,
CONFERENCE COMMITTEE OF
PHS FELLOWS

Kathy Lundeen, PHS SECRETARY

May 20, 1978 Saturday
Santa Barbara Biltmore Hotel
El Jardin Room

1260 Channel Drive, Montecito

9:00 First roundtable discussion between leaders from business community, PHS Fellows, and PHS faculty

12:00 Lunch

1:30 Second roundtable discussion

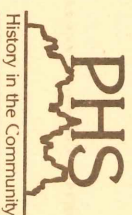
4:30 Final comments and adjournment

BUSINESS

AND

HISTORY:

A Dialogue



Public Historical Studies
Department of History,
University of California, Santa Barbara

(805) 961-2224

A seminar presented by
Public Historical Studies Program
University of California, Santa Barbara

What is Public History?

Public History is a new field of history that is growing quickly across the nation. One of the first centers to recognize its value was the University of California, Santa Barbara, which in 1976 established the PUBLIC HISTORICAL STUDIES PROGRAM, in order to train a new kind of professional person: the Public Historian. Such persons will be able to seek employment as research historians in the community as large rather than teaching in universities and colleges.

The newest of frontiers for Public Historians lies in problem-oriented research—in helping private and public institutions and agencies solve the issues which they currently face. Policy makers in government increasingly need expert assistance and are finding Public Historians can provide unique insights and perspectives. Corporate leaders are finding the value of trained historians in helping them see how decisions were made in the executive suite and why. And community leaders are awakening to the usefulness of historians putting into perspective the growth of utilities, public works departments, housing, race relations, transportation, land use, and other current problem areas.

Public History is a new, multi-faceted field of study which puts historians on the cutting edge of society's problems and brings historical method and skills to the service of the public.

Issues for Discussion

Our goal is to encourage communication between business professionals and Public Historians. After introductions and brief statements about personal areas of business involvement discussion will focus on exploring the relationships between business and history. The Public Historical Studies Fellows have identified the following six issues as guidelines to the dialogue:

*What demands does business have for history?

*What are the needs for business history and what is the role of the business historian?

*How can historical research and presentation be used in the following business areas: Policy Analysis, Records Management, Public Relations, Advertising, and Market Research?

*How are current social and political concerns integrated into policy decisions? How can historians help in this process?

*What business related skills can Public Historians develop in order to maximize their usefulness?

*How would you as a business-professional define the areas of expertise that will be needed by professionals involved in business five to ten years in the future?

Business Community Participants

Dr. Florence G. Alberts, Bank of America

Dr. Harold Anderson, Wells Fargo Bank

Mr. George Climo, Hewlett Packard Corporation

Ms. Enid Douglas, Claremont College, Arco

Mr. W. O. Hendriks, Sherman Foundation

Dr. Peter G. W. Keen, Stanford Graduate School of Business

Mr. A. E. Klausner, Dow Corning Company

Mr. Martyn Krasney, Aspen Institute

Mr. Ira Laufer, Radio and Publishing, Ventura

Dr. Robert McKenzie, University of Alabama Law Center

Mr. Robert Pomerooy, InterAmerican Bank

Mr. James Sample, Pacific Outdoor Advertising

Mr. Erwin Tomash, DataProducts Corporation

Dr. Mimi Stein, Oral History Assoc.

Dr. Wm. Bonadeo, UCSB

Dr. J. De Graf, C.S.-Fullerton

Dr. Rob't Kelley, U.C.S.B. / State of California